

July Issue

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CARMEL PACIFIC

SPECTATOR-JOURNAL

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Monterey Peninsula and Salinas Valley

Pacific Grove **TRIBUNE** Edition

Featuring:

FOG OVER BIG SUR

Eric Barker and Wynn Bullock

CITY IN A HURRY -- Salinas 1955

MONTEREY COUNTY ARCHITECTS

Part II--Select "Among My Best"

THIS IS PACIFIC GROVE 1955

TIME FOR BACH

LIFE ON A BRAHMA BULL

G - DAY 1955 -- Candid Camera

PENINSULA THEATERS -- Part III

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"But, Emily! Is Bach ready for you?"





# A POEM BY ERIC BARKER

## PHOTOGRAPHS BY WYNN BULLOCK



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# FOG OVER BIG SUR



Nowhere it was, or so it might have been.  
Somewhere is what eyes see, what hands remember  
on days when love's a memory in the eye,  
roughness of stones and trees stroked into hands  
is rubbed like shells examined far from sea.

Somewhere it was, but fog had cancelled it.  
All known nearby, anonymously drowned,  
showed bar nor shoal, nor rolled a sun-sick bell  
across the sea's thick cloud, crying to me:  
"Though hidden now as we are hid, yet wait  
for entering sun revealing each to each,  
then come with your reminiscent hands and eyes".

Shut off from sea and sky, from rock and tree,  
all senses strained to one that hears in dark,  
I leaned against the fog as leans a tree  
against that drenching cloud. And talk dripped  
rustling down like raining eaves from stones  
and leaves along the blind, wet coast:

"Sun is not all. Here we drink fog like rain.  
Smoked up from Mother of Oceans, this dense wall  
baffles our fiercest god. Not just for him  
open our thirsty mouths, our sucking pores.  
Your hands and eyes like sponges have drawn in  
that which the sun absorbs. Our other nature  
holds you off like spurs when the sea's mood  
bans trespass in the cloud that blinds the sun".





# 'G' DAY -- 1955



Tina Buenz, 18, five feet five, 120 pounds, and a B-average student, seemed to us a typical graduate of Carmel High School, 1955. So Cameraman Steve Crouch was assigned to follow through her memorable G-Day.

Among other things he found that Tina spent only her last year at Carmel High. She hails from New Jersey where she left behind a twin and a father who paints stained-glass windows for churches.

She lives with her grandmother, mother and older sister in Carmel. The sister and mother are dispatchers for Joe's Taxi. A mixture of youth and poise, redheaded Tina found no difficulty adjusting to a new school late in her hi-school career.

It was also found that she plans a summer as a counselor at a Girl Scout camp in Santa Cruz; then in the fall the beginning of two years at Monterey Peninsula College with an eventual transfer to Peabody Teachers College in Nashville. Career desired--a teacher of high school English--but, "Sometimes, gee, I would like to see the world as an airline hostess."

Steve picked her up at a local ice cream parlor at noon with a

boy friend of the moment and admiring girl friends. Soon she deserted for a record shop and a few "sure" moments with bop. Thence came tours of many shoe shops.

After a couple of tours and a lucky shot: "Mother, would kill me if I paid that much," Steve adjourned to a bar and the girls went on shopping.

That night Steve dropped in on their Guadalupe Street home, found mother assisting and an unexpected long distance call from Twin Catherine, graduating that night in the East.

Later he covered her trail through the memorable moment; a quick after talk with grandmother, and a recounting with date at graduation party punch bowl of the early evening.









# LOCAL ARCHITECTS AND



This is the second of a series of articles on architects and designers in this area and what they consider among their best work.

We find, in talking to architects and designers around here, that they usually consider their best work that which satisfied them most artistically--design integrated with the site.

Economic considerations entered into some of the choices but were not uppermost in the architects' minds. We have, in this article, one residence in which money was "no object", another in which cost was "not the first consideration", a third where again livability took precedence over economy.

Licking the cost problem, however, was one of the challenges faced by Robert R. Jones in designing the All Saints Episcopal Church in Carmel. This, combined with aesthetic considerations, made him choose this structure as "among my best".

## ROBERT STANTON

Tall and suave Robert Stanton, a gentleman of Mephistophelean wit and easy elegance, might be called the dean of the Monterey Peninsula's architects. Most of the area's younger architects now out on their own have at one time or other worked at the drafting

tables in Stanton's swank shop.

Stanton makes no bones about the fact that he considers his very best work the home he built for his family in Carmel Valley. This home is probably the most publicized residence in the country. Two whole issues of "House Beautiful" have been devoted to it in almost their entirety, one in 1948 and one again this year.

Among his "best work", however, is a house he built in Belvedere for Mr. and Mrs. Stewart Hopps. This house, of which Stanton says "there is nothing like it in the world" was the kind of assignment every architect would daydream about on sultry afternoons. Financier Hopps and his wife wanted a "work of art, and money didn't seem an object." The one-bedroom residence ended up costing in the neighborhood of half a million dollars (building and landscaping).

Robert Stanton, 55, a native of Detroit, came to Carmel in 1924 after studying at the University of California and working for a short while with Wallace Neff. He was Neff's partner when the Pasadena architect designed America's first pre-fabricated home, the "Honey-moon Cottage".

Stanton has built many homes, but most of his assignments have been public buildings where, although a lot of money was spent, the design did have to remain

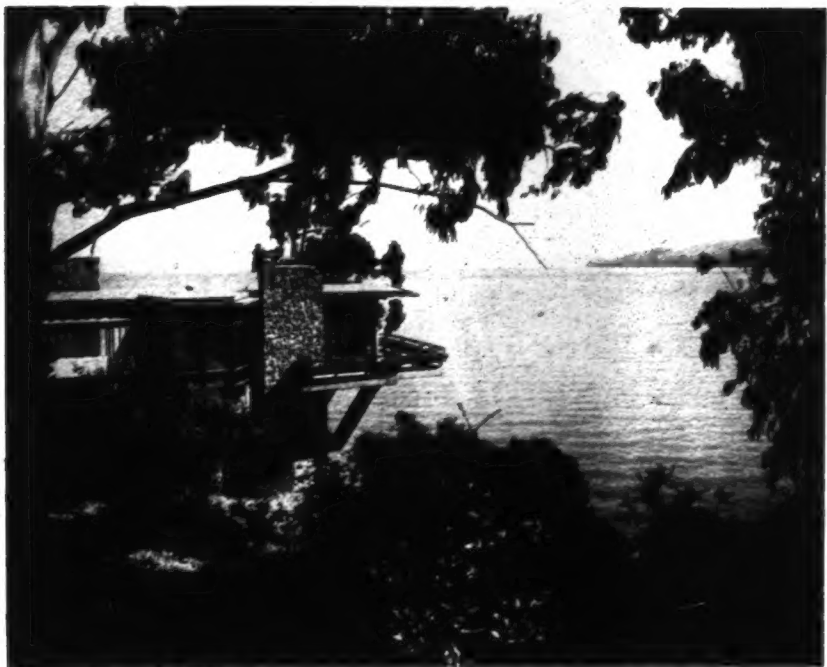
ON A TYPICAL PACIFIC COAST GOAT HILL in Belvedere facing the Golden Gate, Carmel Architect Robert Stanton designed this artistic triumph for International Insurance Banker Hopps. Photos by Photographer Maynard Parker, released through courtesy of House Beautiful Magazine.



CANTILEVERED TERRACE (above), which opens from dining area (left), is structurally supported by stone column which goes down 40 feet. Terrace railing is of steel nearly the size of railroad ties. Sound control, usually limited with such an immense amount of stone work, is easy with ceiling of Stanton-designed acoustical material.



# DESIGNERS SELECT "AMONG MY BEST"



THIS IS another view of cantilever construction. Golden Gate Bridge can be seen in distance.



AIR PHOTO shows street view of roof which is a tan pink green aggregate made up of broken colored rocks. Stanton had a house model made to scale to work out technical difficulties.



MONOLITHIC COLUMNS (above) are pink, sandblasted concrete. Promenade (below) screens home from road. Streetside patio is made of granite bricks which were removed from old streets of San Francisco. Gentle pattern anticipates warmth and harmony of structure on other side of promenade.

within a budget.

From Stanton's drawing boards came the master plan of Fort Ord, 15 hospitals including the one at Salinas, many schools including David Avenue and Lighthouse in Pacific Grove and Monte Vista in Monterey, the King City Auditorium. His work along such lines has earned him many professional honors, but never before had he had an assignment such as the Hopps house, completed in 1952, which is published here for the first time with photographs by Maynard Parker originally taken on assignment for "House Beautiful".

The Hopps home is cantilevered out of a Belvedere hillside, 40 feet above the terrain, with a view of Golden Gate Bridge across the expanse of San Francisco Bay. Although it is located on a lot with neighbors on either side, it has the privacy of a baronial estate and is surrounded by exquisite oriental gardens (designed by Samuel Newsome). Huge rocks were imported from the island and set

into the landscape. Integrated into the sloping site are two pools, one decorative and the other large enough for a swim. And the fabulous home has a 200-foot promenade, built like a highway, supported by monolithic columns.

It took over two years to design and build the Hopps home. Nothing, says Stanton, was left to chance. Constant revisions were made during construction. Every detail was "rehearsed" on a scale model in Stanton's office.

"Why do I consider it among my best work?" Stanton says. "Well, I don't know. It's just that it is a real fine work of art, and the main thing is that the people love it that are in it--so it must be a success. The home has great repose. When people are entertained there they don't want to go home."

Neighbors like the home too. The Hopps insisted that their roof--which they themselves can not see--should be beautiful and blend so other people would enjoy it. (Please Turn Page)







KITCHEN is a woman's dream. Mrs. Hopps does her own cooking, has a maid to clean up. Kitchen has walnut board walls, a skylight for plenty of light. Stoves are copper and there is plenty of shelf and cupboard space. At end is a barbecue spit. Ceiling again is acoustical perfection.



VIEW looking down on terrace. Below is a closeup of promenade from the inside of terrace.



# "AMONG MY BEST"

(Contd. from preceding page)

joy their home as they look across the top of it, and they extended their landscaping to include a section of public highway that comes up to their property for the same

reason.

Sitting on an exposed hillside, rising 130 feet in 290 feet--a very steep pitch--the house was designed to form its own sunpocket.

The house stops the prevailing winds so that the terrace is warm even on foggy days.

The house itself is not too large. The Hopps have no children living with them. There is a living-dining room (50 x 20), a master bedroom (20 x 18), a maid's room, three baths, library and kitchen.

BURDE, SHAW & KEARNS

Three young architects joined together recently in Carmel as "associates in design". They are Walter Burde, 43; Will Shaw, 31, and Glenn Kearns, 31.

Burde, engaged in architectural work for the last 20 years, spent the last seven years as chief designer for Robert Jones, working for Jones on the much acclaimed Monterey Peninsula Airport building and Carmel's new First Church of Christ, Scientist. Shaw, who has done several homes on the Peninsula as an independent designer, also worked two years for Jones. Kearns, another Jones "alumnus" is, so far, better known for his activities on the Peninsula's amateur stages (Wharf Theater and Golden Bough) than his architectural work.

As among their best joint efforts to date, the trio selected a home which is still on the drawing board. The project, to cost in the neighborhood of \$15,000, will go up on a deeply wooded lot in Pacific

(Next Page, Please)



LIVING ROOM has huge fireplace with mounted underlaid Japanese drawing. Floor is marine blue cement contrasting with the black marble mounts and the rock and redwood walls. Ceiling is interspersed with huge beams and skylight. The total effect is spacious but cozy.



VIEW FROM KITCHEN BAR or counter shows dining area and adjoining living room opening on terrace. Length and height are expressed here. Ceilings are 12-1/2 feet high.



# "AMONG MY BEST"

Grove, not far from the water.

"Life," says bald and pleasant Burde, the senior member of the trio, "could be pretty miserable on such a site. There is often fog, the house is surrounded by brutal big pine trees. It could be melancholy and depressing.

"Our problem was to make this site livable. We made the interior spacious so you don't feel the dreariness. We made it a snug, cozy retreat, but at the same time we have large opening walls in all directions—with even a view of the water through the pines from the living room. We put in cathedral windows to pick up the vertical lift of the trees outside, and we put the patio into a sheltered sunpocket provided by the house.

"I don't quite know how to say this, but the house will be so integrated with the site that the lot will be more pleasing with the house than without it. Subtraction of the house would be a deficit to the environment. The materials used are not pussy foot, they are rugged because the site is rugged, but being rugged they are protective at the same time."

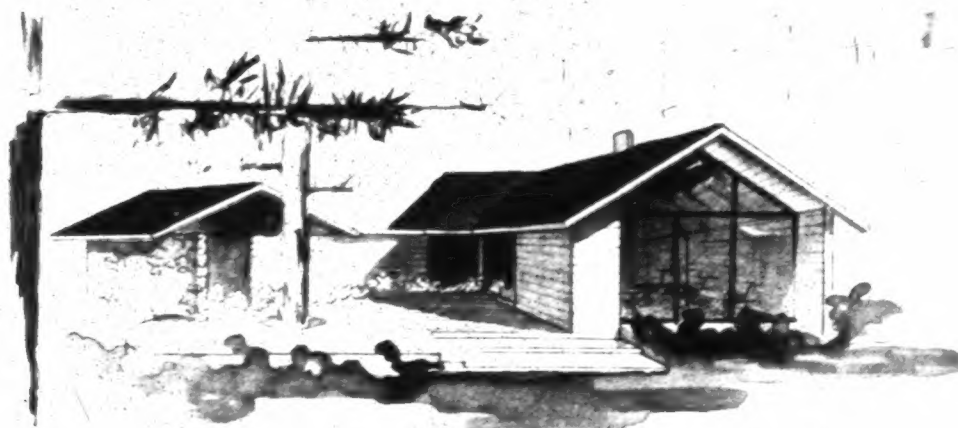
The house was commissioned by Mr. and Mrs. Charles Argall, now busy residents of Los Angeles. Argall is an artist. He will settle in Pacific Grove and paint, leaving the southern California rat race behind. The house will provide him with a studio well removed from the living room, so he doesn't have to spruce it up into unworkmanlike neatness should visitors arrive.

The studio is 14 x 20, the living room 24 x 18 and the bedroom 14 x 14. An outstanding feature of the house is a Roman bath with a sliding glass door. This bath faces

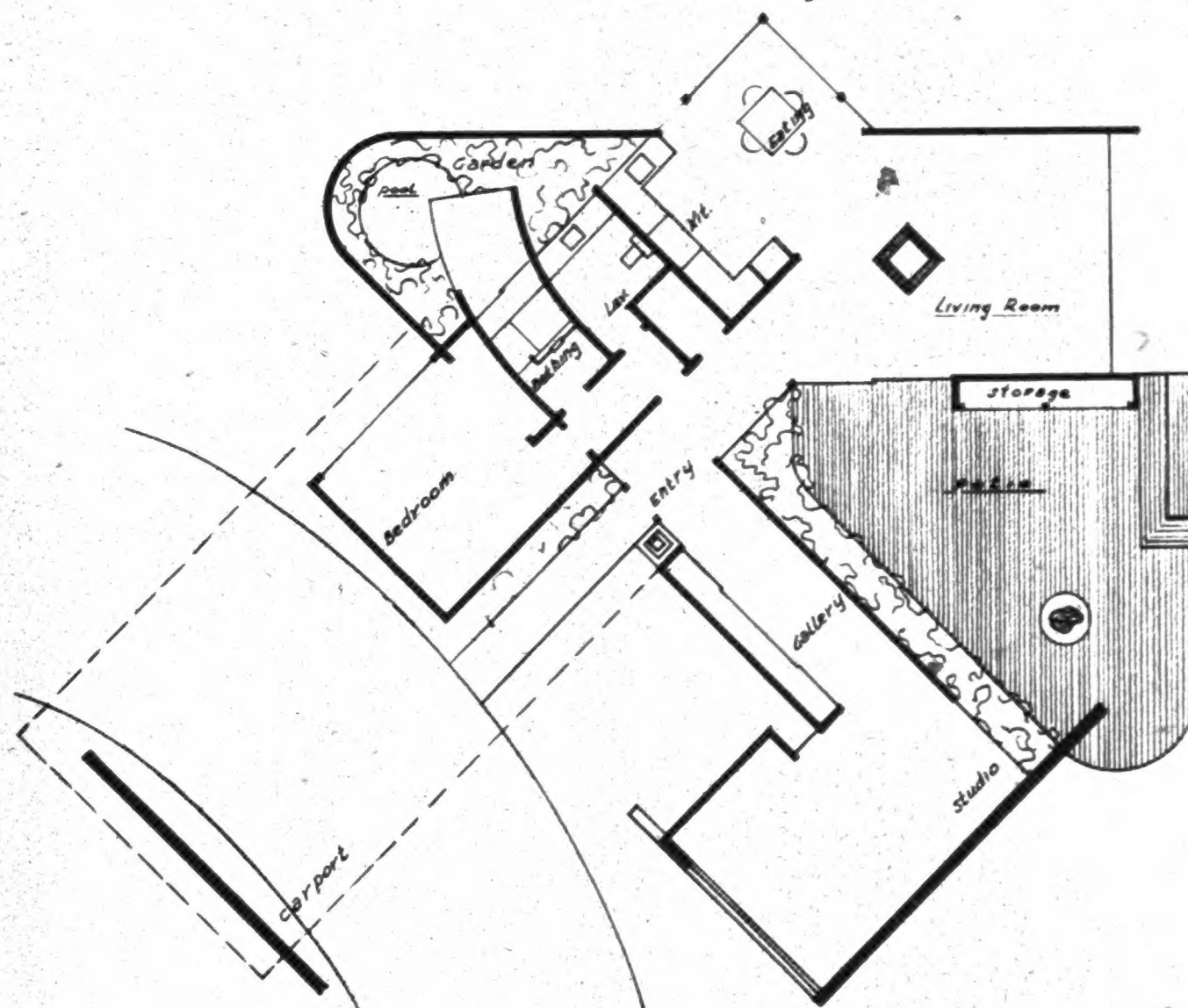
south into a secluded, private forest view, and, depending on the weather, the Argalls will be able thus to bathe either indoors or outdoors, while listening to hi-fi.

JEROME KASAVAN

Among the best work of young  
(Please Turn Page)



THE CHARLES ARGALL studio-home in Pacific Grove will afford in-or-out-door bathing.



## TOWN TOPICS from Bank of America

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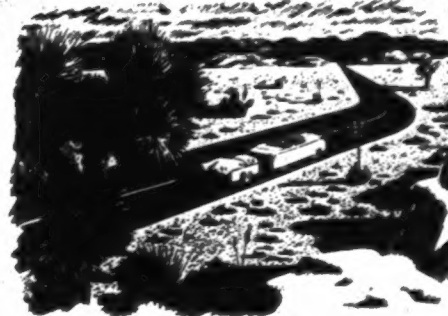
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# "AMONG MY BEST"



BUILT-IN VIEWS and easy supervision of children are features of the Wagner home in Salinas, designed by Jerome Kasavan. Game room (above) opens into rear garden. The adjoining living room (left), also gives access to the garden at right of the fireplace. The entrance (below) walls one side of the play court. Occasional winds are stopped on the opposite side by the children's wing.

(36-year-old) Salinas Architect Jerome Kasavan is a home he designed around children.

In the home Kasavan built for Dr. and Mrs. John Wagner in Salinas, Kasavan had the problem of isolating the children's wing and play court and yet to keep the cavorting youngsters under supervision from the kitchen wing and from the master bedroom.

Kasavan, a native of Modesto, studied at the University of California and started practicing in Salinas in 1949. He doesn't specialize and doesn't intend to. He has designed the Moss Landing Elementary School, the Student Union at Hartnell College, done fixture designs for men's stores and cooked up Homer Hayward's Lake Tahoe residence.

In the \$41,000, 3500-square foot home of the Wagners Kasavan was faced with a monotonous, flat interior lot and had to create

his own views. The views are, therefore, directed inward. Clerestory windows on the south wall of the living room admit light but allow privacy from the street.

The whole home is concentrated on privacy. As one walks in from the gate, one enters "another world"—the patio, here a children's play area—even before reaching the front door. Picture windows face upon this outdoor area, providing pleasant views as well as supervision over the kids. The play court catches all the possible sun and is positioned in such a way that the house forms a barricade against Salinas' occasionally unpleasant northwest winds.

The Wagner home has four bedrooms and three baths. Structural glass is liberally used. Construction is mostly wood and plaster. Chimney and fireplace facing are of brick.



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# "Among My Best"

ROBERT R. JONES

Robert R. Jones, 44, a native of Berkeley and a graduate of the University of California, already has had many up-and-coming Peninsula architects like Burde, Shaw and Kearns on his staff, but he himself started his career here working for Stanton.

On his own for several years now, Jones has 10 canneries on Cannery Row to his architectural credit as well as the firehouses in Monterey and Pacific Grove, the Bath House at Lovers' Point, the Carmel Youth Center, the Carmel Valley Inn, a great many residences and the Monterey Peninsula Airport on which Burde, as chief designer, was his associate.

Jones, who seemed happy but somewhat bashful about the whole thing, picked All Saints Episcopal Church in Carmel as among his best work. He picked it be-

cause, he says, "It was quite a challenge" and he licked his problems.

The problems were in essence how to build a bigger church with better design on a steeply sloping lot than the parish could normally expect to get on such a lot for around \$140,000.

Not long after its dedication in February 1951 the professional magazine "Architect and Engineer" featured All Saints in an edition dealing specifically with church architecture, and called the building "a unique blending of traditional church structure and modern church design."

Jones feels much the same way about it in relationship to Carmel. The design, he says, "although slightly on the modern side, fits in with Carmel...It's not cold and depressing like so many older churches but it is warm and gives you a feeling of ela-

(please turn page)



STRUCTURAL DESIGN AND NATURAL MATERIALS supply the interior "decor" of All Saints Episcopal Church in Carmel (above). To blend exterior (left) with surroundings, designer Robert Jones combined stucco, Carmel chalk rock and shakes.



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## "Among My Best"

(cont'd from preceding page)

tion."

Actually, the church is very functional in design, doing what it's supposed to do on a property difficult to fit, and its very functionality also helped to keep it within the budget.

The vertical structure of the church, for instance, was tilted to meet with the roof line thus giving a feeling of height to the building which was limited by law to 35 feet. This tilting also saved money at the same time by eliminating cross ties, allowing standard length to be used and automatically created space for pipes and ducts on either side where the roof extends beyond the vertical structure.

Another item was the church "basement". Taking advantage of the sloping site, Jones put the parish hall under the church instead of alongside it. The parish hall, kitchen and other facilities are set right into the vault made by the reinforced concrete foundations of the church.

Natural materials were used throughout in the construction. The building is frame, covered by stucco and masonry, the latter of Carmel chalk rock "bringing the ground and the building together," as Jones says. The church has a shake roof that "ties right in with the oak trees".

The inside of the church has no superficial ornamentation. Its "decor" lies in the design itself, in the stained redwood walls, in large sliding windows on either side that can be opened completely so worshippers can have the feeling of being in an oak forest. It lies in the lift of the laminated wooden arches and, of course, in traditional church furnishings, with the altar piece carved by Alec Miller who executed all the wood work in the building. There are also traditional stained glass windows at either end.

All Saints was designed for a seating capacity of 240. It was hoped that this would take care of the parish for 10 years, but

## Foreign Study Seminar

The First Monterey Institute for Foreign Studies opens July 11, with classes at the Monterey Peninsula College.

A six-week summer seminar for a practical and intensive study of languages (French and German) and civilizations, with special courses in diplomacy and international trade, the Institute is accredited by Saint Mary's College.

The faculty includes Gaspard Etienne Weiss, a graduate of the Universities of Paris, France and Lausanne, Switzerland; Sybil B. Fearnley, a graduate of Berlin University; and Frank R. Elton, a graduate of the University of Witwatersrand, Johannesburg, South Africa.

In connection with the Institute a series of sixteen talks will be given in the Theater-in-the-Round in the Golden Bough Playhouse by Mr. Weiss, Mrs. Fearnley and Mr. Elton.

today the 11,000 square-foot church is already smaller than its growing congregation.

## Seeks Crown



SHIRLENE YOUNG, 17, Contestant for Queen of Monterey County Fair, August 25-28. --Photo by Peter Brenig



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# 15,000 DISCHARGED -- FAIL TO MEET NEW STANDARDS

In the last 90 days the U. S. Army has discharged an estimated 12,000 to 15,000 "undesirable" soldiers--"undesirable" because they are not smart enough to meet the new standards, and for other reasons.

From Europe alone the Seventh Army sent home some 5,000 troops for discharge because they were not good enough to be a part of a reduced-strength fighting force that can afford to be choosy.

These figures were revealed to this publication recently by a reliable source involved in the Army's effort to weed out "dead wood" as it attempts to maintain the highest possible standard on a reduced manpower budget.

Some of the men, the source said, manage to get back in the

Army via a costly "revolving door" that will keep on spinning in an expensive merry-go-round unless Congress changes its draft laws. This is how the "revolving door" works:

With certain exceptions, the Army is discharging all enlisted men who have been in three years without making corporal and who get less than a minimum score of 31 in the test they take at induction centers.

After discharge some of these men try to re-enlist. They are turned down. Under current draft laws, however, they can ask to be put on the draft lists, pass their physicals, score just as low as ever on their mental tests and be once more accepted for induction. After their induction the Army again

takes steps to discharge them.

This is what the merry-go-round costs the taxpayer: examination, processing, \$150 worth of uniform, transportation to a personnel center that may be up to 2,000 miles distant, more processing, then a ticket home. Meanwhile, rations and quarters and sometimes medical attention for a period of up to several weeks.

In its current program of chopping "undesirable" soldiers, the Army is also weeding out chronic soreheads and stockade habitues. As a matter of policy soldiers who have hit the stockade three times or more are now given discharges.

Also tossed back into civilian life are soldiers rated at less than a fourth grade education who fail to remedy their mental or educa-

tional deficiency in the eight-week Transitional Training course--a grammar school for adults--that the Army has instituted for its less astute basic trainees. The Army attempts to get rid of undesirables such as these within the first 90 days so that they do not become a permanent government liability thereafter.

For several years now, there have been five types of discharges: honorable, general, undesirable, bad conduct and dishonorable.

Most soldiers released because of mental and educational deficiencies get honorable or general discharges. There is not much difference between the two, none affecting veterans benefits. General discharges, these days, are "with honor". Honorable discharges are reserved for the kind of men who get top ratings all the way and are eligible for Good Conduct Med-

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# SWEATER STORY

by Harriet Duncan

I have several little sweaters  
that go everywhere with me,  
And what can be the use of them  
is simple--you will see.

Sweaters have been around women a long time. Around Baby Bunting's fat little torso. Around grandma's sloping Victorian shoulders.

Sweaters, thru the generations, enjoyed an enviable, if not glamorous, reputation--that is until the era of the highly geared publicity man who catapulted sweaters into the tabloids on over wheaty-fed movie starlets.

But now, thanks to the adroit clicking of American and European designers' knitting needles, sweaters and women are complementary companion pieces.

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and

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The Luisa Spagnoli sweater tells an "Around The World Travel Tale".

Character: One Woman

Supporting Cast: 3 Skirts

4 Sweaters

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Floretta (at home in the office or country club) short sleeve length.

Pandy - scalloped neckline - 3/4 sleeve for evening wear.

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SALINAS RODEO

Photos -- Salinas Californian

## Life on a Brahma

At 19, an age when his contemporaries have graduated from bubble gum to bop, Salinas' Gil Lucero is nearing the top in one of the toughest of professions--bull riding.

The wiry, soft spoken youngster, who is breadwinner for a family of six, will be one to watch at the Salinas Rodeo July 14-17.

Today he is ranked No. 11 in the world circuit by the RCA (Rodeo Cowboys Association), an organization whose word has the same ring of finality as the New York Boxing Commission has in the fight game.

And that rating isn't just handed out on a single spectacular appearance or future prospects. It's earned the hard way by tallying the money won, one point for every dollar since January 1, 1955. In Gil's case that's \$2,080--or 2,080 points of bucks, falls, and one goring.

At Salinas where rodeo pundits figure Gil is better than his statistics, they are predicting that they'll soon have a World Champion.

If he succeeds, it will climax a personal ideal that began when Fred McCarger bought him his first cowboy suit. McCarger, who might well have been called Mr. Salinas Rodeo, was responsible for starting many youngsters on the dusty circuit.

Gil, whose great-grandfather was the notorious Monterey County bandit and famed horseman Tiburcio Vasquez, has still another reason.

Chewing on a cigar (he doesn't smoke or drink) he recalled an incident that occurred in the Salinas Jr. Rodeo of 1946, his first big show.

"A calf threw me. My dad, he's dead now, just laughed at me. He said, 'You'll never be a rider'."

When Gil talks about it his dark eyes get darker and it's easy to see that it goads him on when the cards are down.

Despite his age, Gil takes himself and his profession seriously. Occasionally some of his talk may sound a bit braggadocio, but it isn't. When he says, "I'm too young to be a bull rider. I shouldn't be this good for another seven or eight years", he reveals the unconscious self confidence a champion must have.

As a member of the Rodeo Cowboys Association he rides the regular circuit. In January they sign up for events they want to enter.

They usually pick big money rodeos where the competition is tough and the bulls are dangerous. Salinas, one of the three biggest in the nation, is a favorite. Here the purses are highest of all.

In between the big events Gil picks up expense money on a string of lesser events.

Most of the year he's on the road. The big circuit covers the West after leaving Denver in the Spring, then works East through the latter part of the year.

When he travels he is usually with his friend-mentor Bob Maynard, World Champion All Around Rider. On kidding terms with the bigtimers, he takes them seriously and learns from them.

"At best you are only good until your mid-forties. I'm saving my dough and trying to learn a side line like bareback riding."

Gil has good reason for wanting to save his dough. Today he

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# Bull



LUCERO on Brahma bull at Santa Ana, April '55  
Photo R.L. Pound

is supporting his mother, three brothers and a sister. When not on the road he lives with them in their modest home in Salinas.

As breadwinner since his father died, he has a gentle but unmis-takable authority around the house. With the younger brothers wanting to be rodeo champs, hard words are seldom necessary.

Another reason for saving his dough is that he wants to marry his 19-year-old Salinas girl friend, Shirley Wolf.

"It'll have to wait though until I can support every one on my winnings." In three years he's made \$10,000. He's got to up that. And bull riding can never be called a security job.

One bull Gil rode twice for a

total of \$2,000. Another, however, which he rode for fourth place in Oakdale got its revenge three weeks ago at Redding, California.

It ruptured his spleen. Bull riders are not the best insurance risk so the Rodeo Cowboys Association has its own. It's not big though--\$800 for injuries or \$2,600 for death benefits.

And Gil, just recovering from his injury, admits that all these items are ever present with the veteran bull rider.

"I didn't used to scare. But the last two years I get a queasy-like feeling. Want to be by myself the night before. Some of the guys won't speak to nobody.

I'm not that bad.

"You want a good, active bull, just as long as he's not a killer. Time's money."

Once a rider is in the chute Gil admits that it's different. Then there is no time to worry.

As the rider drops behind the twitching shoulders the gate opens and time commences. The next seconds up to eight are his with dust flying and 1600 pounds of beast churning.

If he falls on an inside spin, he may be mashed. An outside fall will at least get him temporarily in the clear.

If he's lucky, and stays until time is called, he can swing a leg over and act like there was nothing to it.

Incidentally, at the Salinas Rodeo one of the bulls might be Mighty Mike. Nobody has been able to ride him for the past six years.



GILBERT LUCERO,  
Photo by Hollywood Studios

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From where I sit... by Joe Marsh

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Tractors are like horses—or mules—in more ways than one. They can be pretty tricky if you don't handle them right.

Too many tractor accidents happen because of carelessness. The day grows hot and drowsy, the job grows monotonous—and bingo! Someone forgets to throttle down when making a turn, or something, and there's a bad spill.

Credit Slim Hartman's missus for the fact that there's never been tractor trouble on their place. Midway through every morning and afternoon she brings him snacks. "He'll stay on

the alert," she says, "if I get him off the tractor for ten minutes."

From where I sit, carelessness can cause plenty of harm in our off-the-job personal lives, too. For instance, suppose a neighbor prefers a glass of beer with supper. You might not share this particular preference with him—but if you're careless about protecting his right to choose, your own freedom of choice is in danger of being "plowed under."

Joe Marsh

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7.10 x 15	24.45	17.13	\$7
7.60 x 15	26.45	18.53	\$8

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6.40 x 15	24.95	17.48	\$7
6.70 x 15	26.75	18.74	\$8
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7.60 x 15	31.95	22.38	\$9

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## Brubeck... BACH WOULD PLAY PROGRESSIVE JAZZ

or one of the others with me when I'm playing close to home. But just try to keep them clean until curtain time--impossible."

Dave Brubeck talked about Bach. "He influenced me more than any other composer. After I took an A.B. at the College of the Pacific I went to Mills College to study composition with Darius Milhaud. Wow! We studied Bach until it came out of our ears. He (Bach) was always looking for a new sound, you know. He was like no other composer of his day."

Brubeck, who started his musical career studying with his mother who still teaches piano, embarked on a professional career at a small club in Stockton while attending school and later moved to San Francisco and finally into the national spotlight, explained that jazz musicians do not copy Bach or even imitate.

"Bach swings," he explained in the jazz terminology that seems to imply that a certain beat or a melody or a chord sounds right or works right. "You listen carefully to the rhythm section in the Brandenburg Concerto. It swings. A jazz combo could use it exactly as it is written and it would seem to be an improvisation. And the trumpets. It is exactly the way the jazz combo would play it. We use a lot of Bach in everything we play."

He stopped talking. A serious young man trying to explain his theories on music to a layman. He gestured with a long-fingered hand. "I hope I'm getting through to you," he said. "This is a difficult thing to explain. It would be easy to make me sound like an idiot. A thing like chord progres-

(Continued on Page E-4)

"If Bach were alive today, he would probably be playing progressive jazz."

Bespectacled, owl-like Dave Brubeck, nationally famed jazz pianist, made this statement prior to his Sunset Auditorium jazz concert last week. He walked around the streets of Carmel in the early evening before taking the stand for the successful local concert, talked about jazz, about the classics, about the Bach Festival.

"You know," he said, "the festivals are the really important musical events today. The Bach Festival will be very important to music. I say this because I think that most of the regular concert programs are unhealthy, uncreative."

He smiled and kicked a stone, jammed his hands deep into the pockets of his suede jacket. "That sounds pretty strong. What I really mean is this. At most concerts you have the white tie set that buys a season ticket because it is the thing to do. They make their appearances for the photographers and the rest of the social set, but they don't really appreciate the

music or even understand it, they merely patronize it.

"At a festival you have a mass migration of people who are intensely interested in a particular type of music or a composer. At the Carmel Bach Festival you will find that nearly everyone here is familiar with Bach's work, are avid fans and not only want to listen, but will also attend the lectures on Bach. This makes a festival vital and exciting."

It became obvious that Dave Brubeck was making a point. "This is just one of the reasons that Bach was a kindred spirit to modern progressive jazz. The followers, the real jazz audience is vitally interested in what the musicians are doing, what they're trying to do. When we take a theme and start building on it the audience can sense where we're trying to go and they sometimes hold their breath until we complete a particular chord idea."

He interrupted himself to call out to his son, Derry, one of his five children, to stay out of the dust. "Kids," he said, "they're really great. I like to take Derry

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## Carmel's 18th Annual Bach Festival July 18-24, 1955

GASTONE USIGLI, Conductor

FINAL PROGRAM

MONDAY, JULY 18

(All evening concerts are to be held in Sunset Auditorium and will be preceded by chorales played by the ensemble choir, beginning at 8:00 P.M.)

## CONCERT

8:30 P.M.

Magnificat and Gloria from "The Magnificat" for chorus and Orchestra

Overture in C major for orchestra

Tocatta and Ricercare for orchestra

Double Concerto for violin and cello

Nannette Levi and William Harry

Piccolo Concerto in C

Sheridan Stokes

Piano Concerto in C major for two pianos

Ralph Linsley and Charles Fulkerson

TUESDAY, JULY 19

RECITAL FOR ORGAN IN SUNSET AUDITORIUM

3:00 P.M.

Ludwig Altman and the Rieger organ

## CONCERT

8:30 P.M.

Suite for Strings

Concerto for Two Hunting Horns

Alan Robinson and Willard Culley

Excerpts from "The Art of the Fugue"

Concerto in G for flute

Mozart

Sheridan Stokes

Concerto in D minor for piano

Maxim Schapiro

WEDNESDAY, JULY 20

No concerts or recitals on Wednesday

THURSDAY, JULY 21

RECITAL CARMEL WOMAN'S CLUB

11:00 A.M.

Trio in E flat for clarinet, viola and piano

Mozart

Sonata for cello

Ariosti

Marie Manahan

Group of Old Italian Airs for tenor voice

James Schwabacher

Sonata in B flat for violin and piano

Mozart

Ronald Stoffel and Ralph Linsley

## CONCERT

8:30 P.M.

Brandenburg Concerto II

The Seasons

Sinfonia for organ and orchestra

Concerto for organ

Vivaldi

Ludwig Altman

FRIDAY, JULY 22 LECTURE CARMEL WOMAN'S CLUB

11:00 A.M.

Alfred Frankenstein

## CONCERT

8:30 P.M.

Brandenburg Concerto VI

Sonata in B minor for flute

Sheridan Stokes

Works for the solo piano

Lillian Steuber

SATURDAY, JULY 23 RECITAL CARMEL WOMAN'S CLUB

11 A.M.

Sonata for cello and piano

William Harry and Ralph Linsley

Two Part Inventions

Ralph Linsley

Sonata in E for Violin

Nannette Levi and Ralph Linsley

Quartet in G major

Telemann

## CONCERT

8:30 P.M.

Brandenburg Concerto IV

Cantata, "Strike the Hour," for alto and orchestra

Katherine Hilgenberg

Concerto for Cello

Tartini

Marie Manahan

Concerto in C for piano

Mozart

Lillian Steuber

SUNDAY, JULY 24 MASS IN B MINOR

for soloists, chorus and orchestra

Two identical performances in Sunset Auditorium at 1:30 P.M.

and 8:30 P.M.

Phyllis Moffet, soprano. Cora Burt Lauridsen, mezzo-soprano.

Katherine Hilgenberg, contralto.

James Schwabacher, tenor. Winthrop Anderson, bass.

# bach is back

On a Monday evening in mid-July a modern miracle will occur in Carmel.

The village which overflows with golfers in January, resounds with the thunder of sports cars in April, and echoes with the yelps of dogs in May, will swell with music.

For on that evening San Francisco's Gastone Usigli will raise his baton, ushering in Carmel's Eighteenth Annual Bach Festival, July 18-24 inclusive.

Thousands of music lovers from all parts of the nation will assemble to enjoy the work of a church organist who died in 1750.

This may sound a bit unbelievable to many until they witness the July phenomenon at Sunset Auditorium.

According to Dene Denny, who founded the Festival along with Hazel Warron, who died last fall,

over 3500 persons attended last year's performances. This does not include repeats on season tickets.

Some 160 musicians will participate in the Festival with about fifty of them local.

Featured out-of-town performers will include Phyllis Moffett, soprano; Katherine Hilgenberg, contralto; James Schwabacher, tenor; Winthrop Anderson, bass; Lillian Steuber, Maxim Schapiro, Ralph Linsley and Charles Fulkerson, pianists; Ludwig Altman, organ; Nannette Levi, violinist; Marie Manahan, and William Harry, violincello; Sheridan Stokes, flute; and Charles Daval, trumpet.

Alfred Frankenstein, music critic for the San Francisco Chronicle, will lecture on Bach.

Choral Assistant to Usigli will be Gilbert Boyer, a newcomer to Carmel.



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GILBERT BOYER of Carmel at the piano. He will assist Usigli with the chorus.

**Eighteenth Annual Carmel  
BACH FESTIVAL  
JULY 18 through JULY 24, 1955  
GASTONE USIGLI**

CONDUCTOR and MUSICAL DIRECTOR

**PROGRAM**

- 6 Evening Concerts.....July 18, 19, 21, 22, 23, 24  
Sunset School Auditorium at 8:30 p. m.
- Afternoon Organ Recital on Rieger Organ..... Tuesday July 19 at 3 p. m.  
Sunset Auditorium - \$1.65 at the door
- 1 Morning Lecture.....Friday 11:00 A. M., July 22  
Carmel Woman's Club - \$1.10 at the door
- 2 Morning Recitals.....Thursday, Saturday 11:00 A. M., July 21, 23  
Carmel Woman's Club - \$1.10 at the door

**2 Performances of The Mass in B Minor..... Sunday, July 24  
at 2.30 and 8.30 p. m.**

25 Soloists. Orchestra of 45, Chorus of 60 SUNSET SCHOOL AUDITORIUM

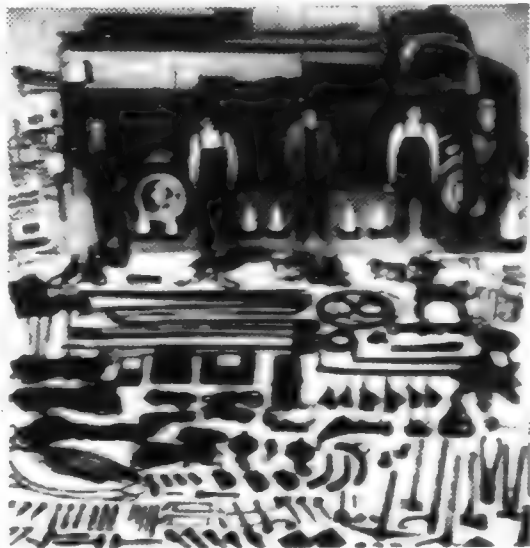
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This is the cover of your new Monterey and San Benito Counties Telephone directory. The directory bearing the cover pictured here will be distributed through the month of July. In keeping with our policy of featuring prominent points within the directory area we are showing the Mission San Juan Bautista, a well-known San Benito County point of interest. Last year we featured the historical Custom House of the Monterey Peninsula. It is our aim to make your directory an attractive as well as a useful item.

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JULY 1955



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**Brubeck...****Bach and Jazz**

(Continued from Page E-1)

sion, for instance. Jazz and Bach are very similar here. But what is chord progression?" He hummed a few bars of a tune. "Now listen." He left the standard melody, seemed to build one chord on another, returned to the original melody. "You see? It would take a volume to explain the technical aspects of that. A musician should stick to his music for expression."

We returned to the Sunset Auditorium. People were arriving. A car stopped and a crew-cut young man leaned from the window and queried of Brubeck, "Is this where Dave Brubeck is playing?" Dave nodded and pointed to the parking space. The car drove in.

"You know, one of the things about Bach that is similar to jazz is that he played for a ready audience. His works were performed each week in church. He had a steady proving ground and could do a lot of changing in his lifetime. Jazz is like this. This keeps it fresh and naturally it is subject to much criticism and hence a great deal of change."

"Take Bartok, for instance. He never really had an audience until he was dead."

The subject changed to the passing of bop music. Brubeck never played bop even though he was interested in the form of music while playing with his quartet in San Francisco. "Bop was intriguing. People like Lennie Tristano and Billy Bauer are fine musicians and the form of bop they played was good. But it lacked warmth. It wasn't a music for the people. It was a musical intellectualism where the avant garde musician put himself above the audience and played for himself. There was no meeting between the audience and the performer. This is wrong. The musician should stay in his studio and play if he wants to do this, but he accomplished nothing by displaying his detachment in public."

"With the present form of modern jazz you will find that the audience is a part of the performance, understands it and feels it. And the performer appreciates this understanding and I think it helps his music."

"And another thing. In a music festival of any kind, the Bach Festival here or the Jazz festival at Newport, you will always find that the audience and the orchestra have established a oneness, an intellectual and emotional understanding."

He glanced at his watch. Cars poured into the parking area. "I have to go and dress," he said. "Hope I haven't said anything to irritate anyone." He shook hands. "It's been real."



AMONG THE FEATURED PARTICIPANTS in the Bach Festival are Gastone Usigli (right) of San Francisco, Conductor; and Charles Fulkerson of Los Angeles, Pianist.

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# SALINAS 1955

# CITY IN A HURRY

The wide valley of the Salinas River is like a funnel. Salty winds pour into it from Monterey Bay, whistling across the swampy lands of the delta, brushing the green and golden hillsides that frame the valley, drying the sweat of men that work the valley's rich soil. The winds sweep southeastwards, blowing strong still where San Lorenzo Creek enters the Salinas, dissipating finally in the mountains whence the Salinas River springs. On days when the sun burns hot, a tongue of fog slips into the mouth of this funnel, engulfing Moss Landing and Castroville and wrapping Salinas into a glittering, heat-jumping haze.

Thus it was in the days before the white men came, in the mem-

orable and important year of 1770 when a Spanish friar hopefully planted grains of corn near what is now Salinas and found his prayers paying off handsomely. Thus it is today, this very day when Salinas has officially won the population race of Monterey County's largest city, leaving Monterey a thousand souls behind, and thus it will be in the foreseeable future when, as everyone in Salinas is certain, their city will compete with--and perhaps beat--San Jose as the focal point of the biggest, busiest, most productive industrial, commercial and agricultural area between San Francisco and Los Angeles.

The growth of Salinas has indeed been phenomenal.

From a small community of clapboard houses, huddled together near the river below Fremont Peak, surrounded by large ranches, remnants of Spanish land grants, it has grown in but a few decades into the commercial hub of the central coast counties.

Less than 30 years ago it was but a town of 5,500, a country town, a cow town. Its streets were mud. The only paved street was Main Street where all businesses were concentrated within one block. It wasn't even a town of wooden sidewalks: there just weren't any sidewalks at all. But the potential was there. The lettuce business, which eventually put Salinas on the map, was just getting real good, and oldtimers remember that Salinas in those days was reputed to be the town with the greatest per capita wealth in the country.

Today Salinas is growing like a youngster whose clothes don't fit him from one week to the next.

Since 1933 the city has been annexing outlying areas like mad and it's been difficult to keep up with the changes in the city limits. The community's annexation specialist over these years has been Russell Scott, the now 59-year-old city attorney, a bulb-nosed man of vision whose tangible dreams of Salinas Valley greatness often make him impatient with the lethargy, slothfulness and nearsightedness that can be found even in this bustling-at-the-seams community. Lethargy and slothfulness are of course relative terms, and that which may be considered lethargic and slothful in Salinas, a town of young ideas and bustling vitality, would be looked upon as radically visionary on the sleeper Monterey Peninsula.

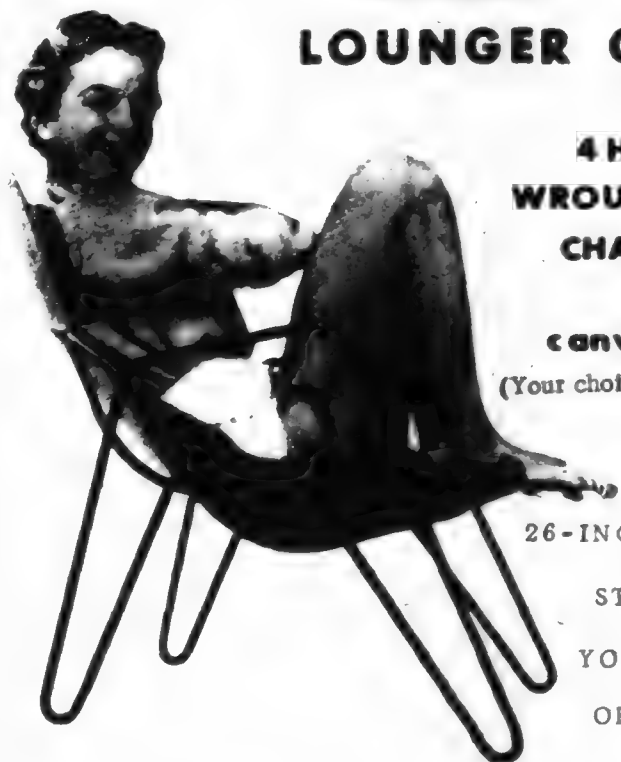
Scott, the father of the county's late district attorney Burr Scott, who died last month at 36, has been instrumental in 40 annexations



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## CITY



THE SALINAS VALLEY power and wealth is demonstrated in these photos of vast lettuce acreage, Spreckles Sugar Refinery and Kaiser Aluminum's Natividad Dolomite plant.



to promote the "orderly development of the City of Salinas" and he's got four more annexations in the fire right now, including what would be the city's biggest step toward expansion, the annexation of Alisal, a chunk of real estate known as "Little Oklahoma" that is now blocking the city's inevitable progress to the east.

Salinas was incorporated in 1874. At that time its boundaries contained 3,123 acres. For 59 years the original boundaries remained. The first annexation in 1933 of what was known as the Romie Lane Territory added 51,935 acres.

By 1940, Salinas contained 3.2 square miles and had an assessed valuation of \$12,606,203. Today, Salinas encompasses 6.49 square miles with a total assessed valuation of \$41,701,090. Its population, according to the latest special census whose results were just released, stands at 21,500. (Monterey's assessed valuation is only about 27 million.)

Growth trends indicate that in 1960, even if the Alisal annexation should fall through, Salinas will have a population of 27,700 and an assessed valuation of around 53 million dollars. It is not at all considered impossible, in fact held rather likely, that by 1985--30 years from now--Salinas, having swallowed Alisal, will have 100,000 inhabitants, an assessed valuation close to 100 million and an area of around 15 square miles.

The rapid outward expansion of the city is further illustrated by the fact that just 10 years ago the central business area accounted for 31 per cent of the assessed valuation while today it only constitutes approximately 11 per cent.

...

What has made this growth possible?

Up to now it has been the agriculture of the Salinas Valley that not only spawned Salinas but also nourished it. In the fertile soil of the great valley men grew lettuce, sugar beets, carrots, beans, strawberries, artichokes, broccoli, cauliflower, cabbage and celery. They tended orchards for almonds, apricots and walnuts. They kept bees.

While King City grew to dominate the southern Salinas Valley (see issue of February 25, 1955), King City itself was a sub-center to Salinas where the processing, packing and shipping of the produce became focused. At the same time, Salinas not only exported the region's output; it also imported the region's needs. It became the trading and merchandising center for an area that extended beyond the artificial country boundaries even into San Benito County.

Indicative of this hub position are Salinas merchandising statistics. Last year's retail sales, according to the Consumer Markets report, were 78 million dollars--a figure perhaps slightly high even according to local boosters, but at any rate about 15 million more than just three years ago. At the same time, however, city sales tax collections indicated that--exclusive of food--only about 36 million dollars worth of merchandise was delivered in Salinas itself, outside deliveries being exempt from the tax.

Similarly, the Sears Roebuck store at the Salinas Valley Center on the highway that links Salinas with the Monterey Peninsula, is much larger than a town the size of Salinas would ordinarily warrant. And Sears found in a recent survey that nearly half of its business came to the branch from 8 miles or more outside of the Salinas city limits, with a good share--over 35 per cent--from the Monterey Peninsula which is almost as much as Sears gets from the city of Salinas itself.

This illustrates another factor in the growth of Salinas: with the merchandising center already established, residents of the Monterey Peninsula and the military and their dependents assigned to the posts and schools on the Peninsula, are also bringing a certain amount of business, i.e., money and jobs, to Salinas.

Now, of all the crops of the Salinas Valley, particularly the northern part of the valley, lettuce is king. It always has been king and it still is king although over the last couple of years particularly, the lettuce people have been taking a terrible licking.

Since 1950, with the exception of 1951, Southern Pacific has transported in excess of 30,000 carloads of lettuce out of Salinas each year, about as much as all the other crops combined. Last year's shipment by rail totaled 31,296 carloads of lettuce; in 1953 they totaled 34,028, the largest amount in the history of the "Salad Bowl of the World". Additional lettuce, as well as other crops, leave Salinas by truck, starting its market-bound run on U.S.-101, the arterial north-south route that cuts through the city, but no figures are available on the truck-shipped lettuce. The amount, however,



# IN A HURRY

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**EVENINGS:**

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is considerably less than shipped by rail.

The Salinas area's second biggest crop is now carrots with 5,315 carloads having left Salinas by Southern Pacific in 1954. The biggest carrot year of the 50's so far was 1952 when 6,398 carloads were sent out by rail.

Sugar beets, raised a little further south in the valley, eventually find their way through Salinas too after being processed in the country's largest beet sugar factory at Spreckles, five miles south of Salinas, which employs between 1,000 and 1,050 workers during the beet season. The plant has a daily capacity of 6,000 tons of beets, and last year, according to Superintendent George Miles, produced a staggering sweet total of 91 million pounds of sugar.

But lettuce is still the key to the agricultural prosperity of Salinas -- though to a lesser extent than in the early days. To gauge the importance of this crop, just consider the figure cited by Monterey County's agricultural commissioner, Peter A. Kantor, in his report for 1954.

Kantor's figures stagger one's imagination. For the three lettuce crops of spring, summer and fall of last year, growers planted 63,370 acres in lettuce. These acres produced over half a billion--yes, billion--heads of lettuce. That's one helluva lot of Salinas salad. Without dressing it was worth over 41 million dollars, with the spring planting accounting for the largest share by far.

By comparison, the carrot crop--second in economic importance--was worth only \$12,943,183. The bean and sugar beet crops, both mostly grown south of Salinas, were worth over 6 million dollars each. The county's total field crops value was 81 million dollars. Lettuce accounted for slightly more than half of it.

Yet 1954 was a bust year for lettuce men. What they got for the lettuce barely covered processing labor and materials, did not take care of the cost of the lettuce (acreage rental and fertilizer) itself. It's a safe job to estimate that the salad boys lost about 5 million dollars last year.

This year looks even worse.

Weather conspired against the lettuce growers. The crop came late and then it came all at once. Meanwhile, the Arizona harvest lasted later than usual. As a result the market was glutted. This year's spring crop is a debacle for Salinas lettuce men. But they hope to recoup somewhat in the summer.

In the northern part of the valley alone almost 7,000 acres were planted this spring. Around a third have been plowed under because it didn't pay to harvest it. The loss so far this year has been around six million dollars.

"It's the worst financial situation the industry has ever known," says E. J. Raffetto. Though not a grower himself, granite-faced 50-year-old Raffetto, his bald head browned by the sun that beats down on the lettuce fields, is one of the big wheels in Salinas lettuce as he is in civic matters generally. He is general manager of the K. R. Nutting Company, one of the big lettuce outfits; a former mayor of Salinas (1949 to 1953) and a director of the Monterey County Industrial Development, Inc.

"Lettuce is a big gamble," he says. "You can be a millionaire one year and a pauper the next."

Surprisingly, however, a lettuce disaster, such as this year's does not affect the general economy of Salinas despite the importance of lettuce as an economic factor in Salinas. That's because labor gets paid anyway: the lettuce must be planted and harvested anew each season regardless of what happens. And the extra money growers have or do not have to spend for themselves does not affect general retailing a great deal.

But what did affect the economy of Salinas was the switch of the lettuce industry from shed packing to field packing. This switch

started three years ago, reached a climax last year and is now almost completed. The switch tossed between 3,000 and 4,000 shed workers out on hungry street. And the lettuce growers imported Mexican Nationals to perform the necessary stoop labor in the fields, labor that allegedly could not be performed efficiently, happily and

## Shopping Banter

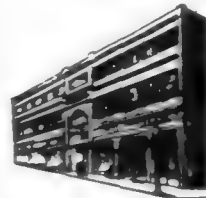
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WHEN IT COMES TO PLEASING A CHILD a visit to the newly expanded store of TOYTOWN at 2116 Fremont is indicated. It is Monterey's complete toy store, the biggest between San Francisco and Los Angeles, and it's virtually certain to have THE thing that will make his summer more enjoyable and healthy. And now, you can also find baby furniture there, cribs, chairs and such. TOYTOWN is open from 9:30 til 6:00, Fridays til 9:00 (in August, Thursday nites, too) and they are already accepting layaways for next Christmas! But get some fun equipment now!



EVERY YEAR THERE COMES A TIME when all 46 departments at HOLMAN'S (you know the BIG department store in Pacific Grove) get together on a terrific sale. This year the dates will be from July 6 to 16. Store hours are from 9:30 to 5:30 except on Thursdays when they're 12:30 to 9:00, a night you can have dinner overlooking the bay and get your shopping done, too. This is HOLMAN'S biggest clearance sale ever... all the way from sporting goods in the basement at half off, thru shoes, dresses, etc., up to specials on rugs and lamps and things on the 3rd floor. Plus Green Stamps!

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"GOT ANY LISTINGS?" Business has been so booming since JEAN T. McKINNEY opened her new, smart-as-a-whip Realtor's office at 2407 Fremont, that she's rapidly running out of rentals and properties for sale... and she's appealed to me... so I appeal to you. If you want any piece of real estate, rented, leased or sold, please get in touch with her. She knows the Peninsula and knows the market, so call her at 2-8144, though I must say it's much more fun to go and see her. (Of course, she's equally happy to receive people who want to buy or rent, too.)

*Jean T. McKinney*

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# CITY IN A HURRY

healthily by North Americans.

Last summer there was a good chance of real trouble between the unemployed shed workers and the Mexican Nationals but today this crisis has passed (see issues of May 20, 1954 and May 27, 1955) and most of the male shed workers have found other jobs. Most of the women that used to work in sheds are still out of luck.

Which brings us to another factor in the sudden growth of Salinas:

Agriculture alone was not enough any more to take care of the growing population, part of which had, in fact, lost its livelihood because of the big lettuce packing switch. And, as the need for other sources of income was recognized, the search for industry got a new boost.

...

For some time, the Monterey County Industrial Development Committee (MCID for short) had been part of the Salinas Chamber of Commerce. In that semi-subordinated position it made some progress, but not very much, despite the fact that it had considerable support throughout the Salinas Valley. Everyone interested in providing the County with a year-round economy was in favor of it, including--perhaps surprisingly, at first glance--the agricultural interests.

CENTER OF MONTEREY COUNTY GOVERNMENT is the County Court House in Salinas which houses county offices and Superior Courts.

It would appear that with the advent of industry, agriculture would lose the cheap labor pool that it must--as any industry--desire. But with the switch to field packing, the agricultural interests would just as soon see the former shed labor profitably employed in order (as the union has it) not to have any trouble in connection with importing the half-price Mexican Nationals to do the necessary work.

The growers' chief worries, according to Raffetto, were that industry would use tremendous amounts of extremely valuable water and that it would take over highly productive land.

The former problem has been solved by the Nacimiento Dam project. The latter problem, quite naturally, depends on supply and demand in relation to those who own the agriculturally productive land. After all, the land owners don't have to turn it over to industry. Nobody is forcing them. If industry is willing to pay more for the land than agriculture--well, then that's an economic transition. Lettuce and sugar beet land is worth up to \$3,500 an acre.

This problem, however, has also been--at least partially--solved. The new MCID, which gained independence from the Salinas Cham-

ber of Commerce as a non-profit organization on April 1, 1954, and is under the live-wire executive directorship of 39-year-old Louis B. Peradotto, is promoting the use of marginal land--of which there is a good deal in Monterey County and the Salinas Valley and some of which can still be had for \$25 an acre--by industry. MCID's emphasis (see issue of March 31, 1955), in relation to the Salinas Valley, is on putting heavy industry at Moss Landing, then continuing the industrial belt into the valley around Salinas, with further industrial centers all through the valley, hugging its arteries at Chualar, Gonzales, Soledad, Greenfield, King City and San Ardo. (For a complete report on the future heavy industry giant at the north end of this Salinas Valley chain see story on Moss Landing in issue of February 11, 1955).

MCID further intends to bring in diversified industry so that, unlike in other industrial areas that grew up without particular plan-

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ning, such as Akron, Ohio (rubber), Detroit (cars), Pittsburg (steel), the economic life of the area would not be dependent on the ups and downs of one single dominating industry.

A realization of MCID's ambitions would make Salinas even bigger and more important than is expected to happen anyway, merely as a result of California's inevitable growth, but even if this happens, as it will in all likelihood unless the world blows up first, the Monterey Peninsula need not worry about suddenly finding itself on the wrong side of the tracks.

Salinas boosters may say all they like about how pleasant it is to live in Salinas—which it is indeed—but many of those people who can afford it will live on the Monterey Peninsula and commute to Salinas as a lot of Salinas businessmen and growers do even today. When the Monterey County industrial era comes, the Peninsula will be the bedroom of the executives and a large share of the white collar workers. It will be the recreation center for all, and it will prosper accordingly.

Salinas, meanwhile, will grow too, and grow beyond all present-day expectations.

Already, MCID has brought enough industry into Salinas to absorb a large part of the former shed worker population. MCID's main achievements, locally, so far have been the Growers Container Corporation, Chicago Printed String and Kuhlman Electric.

Growers Container, under the management of Gay Delas, now employs 150 in its 140,000 square-foot plant. When it gets its 40,000 square-foot addition completed it will employ another 25 to 50.

In the MCID works right now (and such things take time) are an electronics research laboratory, employing 30 to 40; an iron-molding company, employing 50 to 75; a metal furniture assembly company, employing 25; a food dehydrator plant, employing 18; all these within the Salinas city limits. In addition, MCID is working on a small paper products plant, employing 50, between Salinas and Castroville; a "large" horticultural company, employing 300, for either the airport area or north of Salinas; a national company making heaters and allied products which is interested in a 400,000-square foot plant site north of Salinas. All these, according to Peradotto, are "hot prospects".

Long-range plans of MCID call for the development of two manufacturing districts within the city limits of Salinas, one of 100 and the other of 25 acres, for plants requiring 5 to 10 acre sites.

Some Salinas men are impatient with MCID. They feel it isn't moving fast enough. They were disappointed in the over-paid unproductiveness of MCID's Eastern representative, Anderson Pace, who lost his \$18,000-a-year (including expenses) full-time job a couple of weeks ago, and is now only on a \$250-a-month retainer.

Regardless of the Pace debacle, fact of the matter is that MCID is still largely in its preparatory stage, compiling the vast quantities of information that industry requires before it seriously gets inter-

(Cont'd on G-3)



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ested in a new location.

Meanwhile, Salinas gets an economic boost from industries that have little or nothing to do with MCID. The dolomite quarry and processing plant of Kaiser Aluminum and Chemical at Natividad, eight miles out of Salinas, employs 125, according to D. M. Kerr who runs the Kaiser operations at Natividad and Moss Landing. The Spreckles, seasonally, employs about 1,000. Vacuum cooling plants in which field pack lettuce is rapidly cooled down to 33 degrees have also absorbed a great many former shed workers. Artichoke Industries, run by L. Polletti, R. O. Barsotti and Reno Costella, will start operations in September on the railroad between Salinas and Castroville, packaging, freezing and marinating artichokes. It will employ 40 to 50.

Special events also bring in money. The annual famous California Rodeo brought an estimated \$415,000 to Salinas last year, mostly outside money. This fall, a big sports car race is planned for the Salinas Airport, another source of outside revenue.

All this adds up.

...

The lettuce situation notwithstanding, Salinas is in fine shape today. Unemployment is down. Business is up. Everything points toward growth and prosperity.

According to Sales Management, the buying power of the average Salinas family stands at \$8,129 a year (compared to Monterey's \$6,234). Salinas' quality of market index places it 86 per cent above the national average (compared to Los Angeles which is only 26 per cent above the national average).

Bank business this May topped \$88 million, compared to \$85 million last May.

IN THIS MONTH OF MAY ALONE, BANK BUSINESS WAS MORE THAN ONE THIRD ABOVE THE TOTAL FOR THE WHOLE YEAR OF 1945 (when it was about \$64 million).

Post Office receipts rose from \$286,220 in 1945 to \$464,815 in 1954.

The value of building permits issued jumped from \$577,125 in 1945 to \$6,976,436 last year.

Salinas had over \$45 million consumer spendable income in 1954. Alisal had another 28 million.

According to Perry Henderson, manager of the Pacific Telephone and Telegraph Company for the Salinas area, the number of phones on the Salinas exchange (which includes Alisal and other outlying areas) rose from 7,899 in 1945 to 17,078 as of March 31, 1955 (nearly 6,000 of these are business phones). At the same time, PT&T's plant capital investment increased by 226 per cent to \$4,950,519 in 1954, with the demand steadily increasing. The Salinas exchange now handles over 89,000 calls on an average day.

Electricity customers of the Pacific Gas & Electric Company, according to its Salinas commercial manager, David F. Nock, increased from 5,905 in 1940 to 12,417 in April, 1955.

Now if all these facts and figures don't point at stunning progress and a rousing future, nothing does.

But then Salinas, despite its own kind of lethargy, its long lunch hours--perhaps a relic of the old fiesta--is truly vigorous. It's a young man's town, and the older men seem to stay young with young ideas. It's a town of boosters, a town of hope. Where Monterey would have been flattered by the type of reminiscing piece that Auther John Steinbeck had in the June issue of "Holiday", Salinas was largely disappointed.

The article, a sentimental homeward journey of the writer, revived the Salinas of old: the streets of mud, the wind-blown desolation, the days when the town had lots of bars, knife fights and a red light district. Salinas doesn't like to be reminded of the old days. It looks toward the future. Its sleepy days, carousing whore house nights are forgotten now that the only real slum is a couple of streets around "Chinatown", and a county housing development has replaced the tenderloin. And, to top it off, Steinbeck committed the unforgivable error of pegging the Salinas population at 14,000. "Man, doesn't he know better? That was way back in 1951."

The young men in Salinas' life are exemplified by Peradotto of MCID; by Robert Elking, a 36-year-old former professional Air Force colonel who goes about his business as manager of the Chamber of Commerce with a dark, intense look that is hidden by a smile when he meets people; by the town's husky, white-haired 40-year-old police chief Raymond J. McIntyre, and the Salinas City Manager, Ted B. Adsit, a dapper and deceptively mild-mannered gentleman in his late 30's.

The middle-aged and older men with young ideas are movers like William B. Pringle, MCID president and head of the Pringle Tractor Co.; Raffetto; City Attorney Scott; L. M. Tynan, who is busy with lots of things including the Tynan Lumber Company and the Salinas Valley Savings and Loan; R. T. Tustin Jr. and Thomas W. Yutz, developers of the Valley Center; Dick Hampshire and A. C. Bingham

who are busy developing the area around the rodeo grounds.

They also include other Salinas "strong men" like vegetable shipper Bruce Church who reportedly has a lot of power behind the political scene and is one of Salinas' wealthiest men; Cyril Verdin, shipper and large property owner, and E. C. Harden, another shipper.

...

Outstanding among these influential figures because they grabbed the future by the tail and pulled it into the present are Tustin and Yutz. Tustin, now 60, pale, tired and limping after a stroke, had specialized in satellite developments for many years when he came to Salinas at the end of World War II.

He raised \$150,000, bought some 20 acres of lettuce land on either side of South Main at the Romie Lane intersection, and asked Yutz, now 59, a Salinas realtor who originally hails from Montana, to join him in developing the huge commercial satellite of the Valley Center.

Financed by Pacific Mutual, Tustin and Yutz put up \$2,300,000 worth of buildings, let out most of the property on percentage leases.

Of course it wasn't as easy as it now appears in print.

Businesswise, Salinas was a closed entity in 1945. The downtown merchants didn't want chain stores to come in. Many of them do not realize that big chain stores, although they may knock over a few smaller, marginal local establishments, actually tend to bring business to an area rather than take it away. Tustin had taken an option on the Klett lettuce ranch land contingent on the area being zoned for business.

The fight was on. The planning commission turned down the application. It was taken to Council. Council passed it 3-2. The downtown interests called for a re-call election. The issue went before the public. And the vote was in favor of the Valley Center, 3-2, just as the Council had voted.

Although the growth trend of Salinas is to the north and east--the land is cheaper and offers less drainage problems--Yutz had faith in a brilliant future for the Valley Center, as brilliant as have been its early years.

"Salinas," he says with a grating voice that has a little of the sound of laughter in it, "Salinas will go like hell and we'll go like hell with it."

"The Valley Center will be the central business district, the hub of the county. Plenty of more stores will come in, it's conveniently located for everybody including people on the Peninsula, we have the necessary parking area."

And, Yutz didn't say this but it is so, Valley Center's got the jump on the others; although, as Salinas grows there will be economic room for more satellite developments as are already beginning in Alisal and at the rodeo grounds.

Some of the downtown interests are no doubt sorry now that they let the advantage slip away from them. But they're trying to recoup.

In this, they face an uphill fight.

The central district of Salinas, although there are several parking-meter revenue supported parking lots, does not have enough parking facilities. Property owners would have to cough up money to revitalize it. A movement to form such a downtown business district, complete with assessments, is now under way, but much of the downtown property is controlled by absentee ownership. At this point it seems hardly likely that the absentee owners can be convinced in time so that the downtown district can be reorganized and partially rebuilt. The way things are now, downtown frontage is worth up to \$2,000 a foot, but the price is hypothetical: there is no market for it. At the same time, Valley Center frontage is only about \$1,000 a foot.

Dreams of a possible central shopping district look good, however. Their plans called for 5 acres of buildings and 15 acres of parking area. The building area is now three quarters built up. Only 350 frontage feet are left on the west side of Main Street out of 1,500. Seven hundred feet are built up on the east side. There are now paved parking facilities for 1,500 cars, with room for another 1,000 to be developed when the need arises.

Valley Center now has 62 retail outlets. It does about \$10 million worth of business a year which is about as much as the whole Salinas area did when the Valley Center project was started.

The first of the big stores was the Lucky Store. It was started in 1946. Sears Roebuck started in 1947. And along came Woolworth, J. C. Penney, Thrifty Drug, Grayson Robinson, H. S. Kress, Leeds Shoes and the American Trust Company among others. More big outfits are expected to join the Valley Center before long.

Tustin made a small fortune on the deal. And Yutz had an income of \$20,000 a year for several years, managing the lucrative percentage leases.

According to Bob Elking, all of the downtown area would be revamped.

"Perhaps," he says, "we'd even let grass grow on Main Street; have traffic come on either side, with some buildings torn down to make room for parking lots; special arcades to approach Main Street. Who can tell?"

And who can tell how much such a dream might cost?

But in design such a modern conception would fall right in with the new multi-million dollar Civic Center now in the planning stage. The Civic Center, running parallel to Main Street for several blocks, would include Salinas' famed Court House, an impressive architectural accomplishment for a building of this type and famous for it, and other public buildings, such as a huge auditorium, most of them yet unbuilt. There would be lawns and walkways and parking facilities. But this also is in the future.

Most of Salinas' current problems actually do deal with the future, as befits a community that is finished with the past and looks ahead.

As Adsit puts it:

"The future of Salinas is very, very bright. We can grow and we will grow. The problem is how to make it a steady, reliable growth, having both business and industry co-ordinated with the necessary residential facilities."

"Our problems are in planning. How to keep up with the growth. How to prepare for future growth. How we plan today will de-

(Cont'd on I-3)

## Eileen Reviewed

"My Sister Eileen" can usually be counted on as good summer fare if it is done at all well.

The current version, presented on the big stage at the Golden Bough Playhouse, will provide plenty of laughs for anyone looking for a nice relaxing evening.

In fact, if the play, which got off to a bumbling, stumbling beginning on opening night, improves as much with each performance as it did with each scene Tuesday evening, the play should prove to be pretty terrific.

To local theater-goers, used to the intimacy of the theater-in-the-round and the sometimes cramped quarters of the Wharf Theater stage, the big proscenium seems here oversized and the play loses much, we feel, simply because the surroundings are too vast.

Miriam Alexander, who plays Ruth, becomes more and more convincing until at the end you feel that she is perfectly cast. Possessor of an expressive face and an exceptionally fine voice, her

(Cont'd on I-2)



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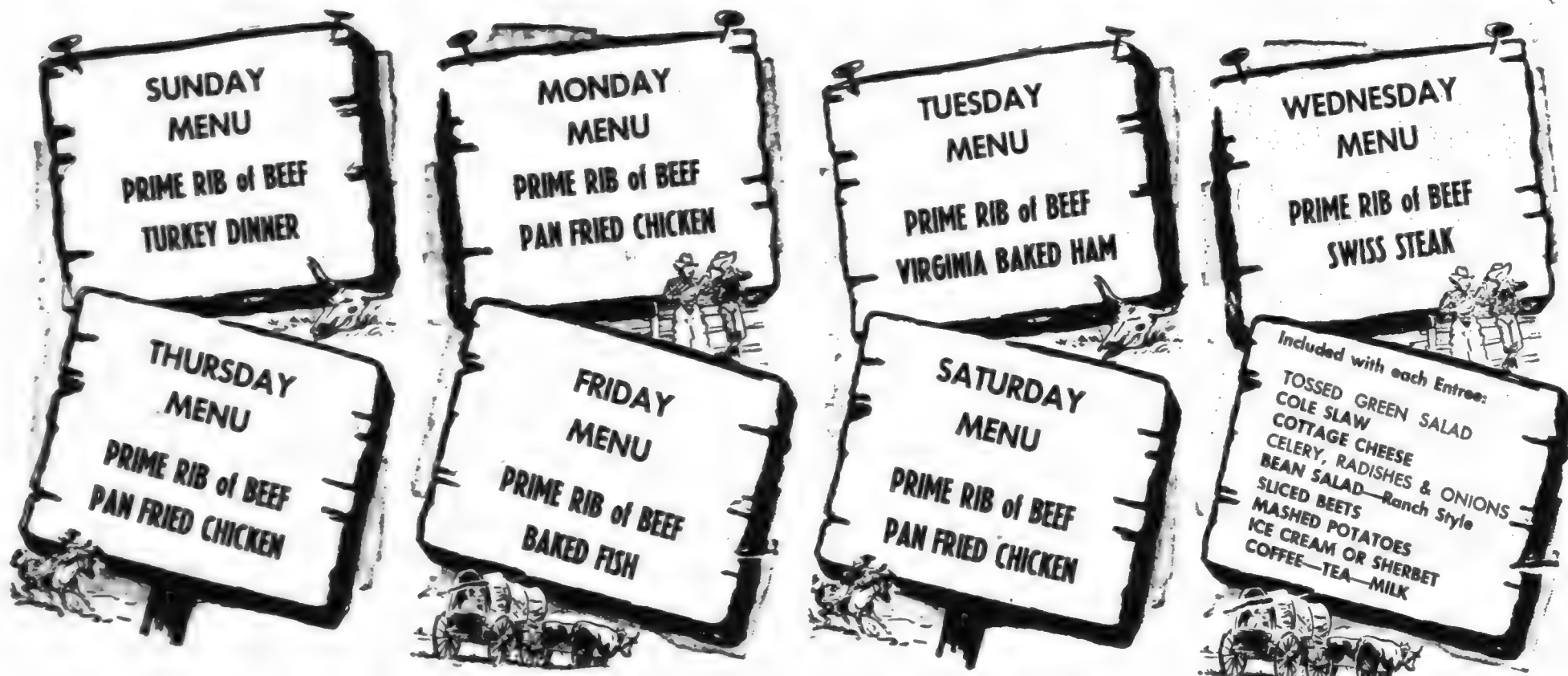


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# FAMILY FORUM

**Should Children Eat With Parents? The Working Mother... and other problems**



## EDITOR'S NOTE:

This is a new feature. It's about children and their parents. We asked local parents how they handle certain situations and have been barraged

with "How do other parents handle such and such a situation?" So here we have a forum. We'd like help from our readers. If you have worked out a solution to a problem

with your children, or if you have a problem you'd like to know how other parents have handled, let us know, and we'll discuss it on these pages. We prefer to use names but, if you say so, we won't.

Incidentally, all the mothers we talked to have said, "But this is no solution", and "Of course, I am not an expert." We will contact "experts" occasionally, but we also feel that most mothers are pretty expert too.

How do you feel about your children joining you at the dinner table? Or, do you think they should eat alone?

Giselle and Ilg, in their popular "Infant and Child in the Culture Today" have the child or children eating alone.

But Mrs. Rosa Doner, who belongs in the "expert" class as director of the Carmel Parent Nursery and in the mother class because of a daughter, Tasha, says:

"It's such a deprived thing for an only child to eat alone. It's brutal! But if there are two or three children, it can be a wonderful, enjoyable experience. It may be extra work, to set two tables and prepare two meals, but it pays! Everybody's happy--the mother can have conversation with her husband and the children feel free without their parents at the table."

For Mrs. Joe Bileci of Pacific Grove, mother of Salvatore Mark, 6, and Billy, 4, it's a matter of convenience to have the children eat alone; before their father gets home from work at the Mediterranean Market in Carmel. She says:

"The children get hungry around 5:30, so I feed them and keep my husband's plate in the oven. If he gets home before 7 or 7:30, we eat together, but it's usually too late for them to wait for him."

Mary Bell Hughes, who is surrounded by males in her home--

(Cont'd on H-4)

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CARMEL ARTIST LINFORD DONOVAN'S "Pounding Rice" (above) and an oil (below) by Modernist Joe Ataide are now on display at the Carmel Art Association Gallery.



# SPECTATOR GALLERY

This is a new feature displaying the current work of local artists and craftsmen.

The Spectator-Journal, in sponsoring this feature, hopes to further the work of the local artists, and alert the County to one of its biggest assets.

It is open to all artists and craftsmen whether or not they are members of any organization.

The selection is made by a Spectator-Journal panel consisting of Donald Teague, Saturday Evening Post Illustrator, and internationally famed painter; Feg Murray, cartoonist; and Franklin Gray, movie producer and drama professor; and Spectator-Journal Editor-Publisher Thorne Hall.

At mid-month preceding the date of issue the panel visits all local galleries to make its selection. Its task is made somewhat easier by the circumstance that most of the galleries have as their center, Carmel.

Artists and craftsmen whose work is not on display at the galleries may have their work considered by bringing it to the Spectator-Journal office before the day of selection, or by making provisions with us for having them viewed.

The photographs of the paintings were taken by Spectator-Journal Staffer Ralph Hamilton. The photographs were taken by natural light using a K-2 yellow filter and a new hi-speed film.



"HARVEST MOON" (above), an "Endo-mosaic" plastic screen by Big Sur Artist Emile Norman, is now showing at the Pebble Beach Gallery. Below is a new seascape by veteran Monterey Artist Armin Hansen on display at the Artist's Guild of America Gallery, Carmel.





of the month



SYMBOLIC PAINTING, the work of Carmel Painter-Sculptor Clarence Bates, is hanging in the Carmel Work Center at the new Carmel Craft Studios on San Carlos Street.



"A YOUNG GIRL", portrait by Carmel newcomer Jess Corsant, a young (25-year-old) painter from Kansas, can be seen at the new Carmel Craft Studios.

Ocean Ave. **Mahar's** Carmel

## Great Semi-Annual Clearance Sale

Sale begins 8 A.M. Friday, July 1st.  
Again we bring to the people of the Monterey Peninsula our Semi-Annual Clearance Sale. All departments included in the sale with better bargains than ever.

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#### Moccasins

Women's hand sewn moccasin loafers in brown, red and black, Regular price 10.95, now 9.45

#### Joyce Shoe Clearance

Joyce lamplighters, beautiful wear-at-home decorated shoes, regular 10.95 and 12.95, now 6.95

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## FAMILY FORUM

(Cont'd from H-1)  
banker Stafford Hughes, her husband, and sons David, 6, Kent, 5, Phillip 3, and Mark 1, says:

"We usually eat as a group because we like to eat early and have a long evening. It's probably better if the children eat first but I can't call them in from play at 5--that's much too early. I don't like to cook, and to prepare two meals is too much work."

Mary Bell feels that it's a good experience for children to eat with the family, but doesn't use this time to teach the children table manners. "With the exception," she adds, "that we try to have them talk not so loud. Mainly so Stafford and I can talk."

Evelyn Lewis, mother of Patsy, 12, Conrad, 7, and Mizzy, 5, considers the dinner table the fo-

cal point of family life.

"It's the only time," she says, "that the family get together as a whole. These days, with everybody going this way and that, it's important to sit down together if only just once in the day."

Dinnertime at the Bob Forbes' house could be pretty hectic with those who answer the dinner gong numbering 8. Dorothy Forbes has worked out a schedule which provides a minimum of confusion.

"The three youngest boys--Ted, 5, Ralph 3 and Steven, 3 (Steven is 'borrowed')--eat early and are in their rooms ready for bed by the time the adults and the two older boys--Rob and Scott--have dinner at 6."

Dorothy feels that under ordinary circumstances, dinnertime should be a family gathering, when it's the only time the father can spend with the children. But Bob, who teaches music, has other times during the day when he can be with the boys. "Our schedule," Dorothy says, "is built around father. He has classes up to 6 and starting again at 6:30. He'd never make it in a half hour with three more at the table."

There comes a time in every child's life when the telephone is the most important piece of furniture in the house. When it rings the child wants to get into the act. He's curious to know who is calling and wants to talk, too. Betty Bell, wife of Professor Richard Bell of the Navy School, has worked out a nice plan for this situation. When the phone rings, it's Vicki's job (she's 6) to answer it. She's very business-like, gives her name and asks who's calling, and if it is someone she knows, may chat a minute. Her curiosity is satisfied and it's a big help to mother.

Another mother, whose child is not yet 2, has a different solution to a different telephone problem. Tired of nagging at her son for playing with the phone and babbling into it (and sometimes getting an irate operator on the line), she uses scotch tape to hold the button down and the child can play with the phone without using the line. Only thing, when the phone does ring, the mother, if she's done a good taping job, misses her call as she tries frantically to peel off the scotch tape.

...

Should mothers of small children work outside the home?

Today about one out of five mothers of children under 18 years hold down jobs which take them away from home for at least half the day.

Most of the mothers who work do it to add to the family budget.

Here on the Monterey Peninsula a large percentage of the working mothers simply help their husbands "keep store". Some mothers, we guess, take jobs to get away from home.

All the women we talked to felt that working outside the home made them better wives and mothers.

"But," says a local psychologist, "in helping to build up the financial security of the family, the mother at the same time runs the risk of tearing down the security of her children."

And "security", these days, is an important bulwark for a child.

"It all depends," another psychologist tells us, "upon the age of the child. One day in the life of an infant is equivalent to a week or so in the life of a six-year-old."

"A working mother," says our expert, "has to work extra hard at building up a feeling of security in her child. A small child lives only in the present--he cannot predict the future. When his mother leaves the house he can't predict that she will come back."

"UNLESS," the l. p. goes on, "the child has learned through experience to trust his mother--if, when she leaves his room and says, 'I'll be back in a few minutes', then sticks to her word, he gradually builds up a trust and faith in her."

Agreed, it's hard on little kids. Is it worth it?

There can't be any quarrel with the mother who works because she has to for financial reasons. Her main concern is to figure out some solution to the problem of care for her children while she is gone. Most important is the kind of person who is left in charge of her child. A loving, understanding, motherly housekeeper is worth much more here than a speed demon of a cleaning woman.

According to employment agencies in the area, few mothers, if they are dependent upon their salaries, can afford to hire a full-

(Continued on J-1)

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# Theatre Page



THE INEVITABLE FINGER OF ACCUSATION is pointed by Anna Moore (Betti Callas) at Lennox Anderson (Roland Scheffler) with the cry, "There is the man--the father of my child!" in this scene of "Way Down East". The old-time favorite opens this weekend at California's First Theater and runs every weekend until September 10. --Arthur McEwen Photo

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## REVIEWS...

### Golden Bough Players' Circle 'Harvey'

"Harvey", Mary Chase's Pulitzer Prize play now on the menu at the Golden Bough Circle Theater, is one of those plays that is largely dependent on the presentation of a single role.

Here it is Elwood P. Doud, portrayed by Louis Cutelli, on loan from Fort Ord's Special Services.

Young, 24-year-old Cutelli, with a stock background and a recent success as Og the leprechaun (Continued on I-4)

### Wharf... 'Crucible'

Trial by accusation--witch hunt variety of Salem 1692--is currently spotlighted in all its horror on the stage of the Wharf Theater in Monterey.

The play is "The Crucible" by Arthur Miller (who also authored "Death of a Salesman").

"The Crucible" is a tense, exciting drama of terror and profound agony: a tight dramatic picture of what happens to a community when fear and hysteria suppress the rational in man; when the self-seeking take advantage (Continued on J-2)

## GOLDEN BOUGH PLAYERS CIRCLE

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## GOLDEN BOUGH PLAYHOUSE FINAL PERFORMANCES On the Main Stage

### "My Sister Eileen"

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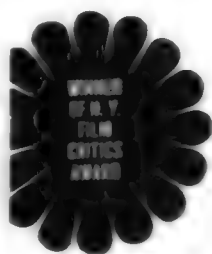


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### 'My Sister Eileen'

(Continued from C-7)

cynicisms come off.

As Ruth's sister Eileen, Gail Le Maitre is not quite as scatter-brained nor as vivacious as we are used to thinking of Eileen but she is adequate in the ingenue role. Here is a gal, incidentally, to replace the gap which Jeanne Dam left when she went East.

High point of the play was the entrance of Violet, the lady of easy virtue, played by Gracecarol Kearney. Every time she walked on the stage, she had the show in her hands.

Harvey Hall as The Wreck and Barbara Griffin as Helen made the most of their parts and Louis Robinson as the shuffling janitor, Jensen, was just right.

Besides the "six future admirals", who brought a note of hilarity to the whole thing, Thomas Powers as Chic Clark, George Lowry as the landlord and Timothy Ewald as the Irish cop, were extremely convincing.

Don Burns, as Eileen's suitor, Frank, we thought was a bit too exaggerated a stumblebum, and Rick Davis as Robert Baker, the hero, was too smooth and too young for Ruth. B. A. H.



Maria Rahneberg in "Merry Widow" in Carmel Valley Light Opera Co. production

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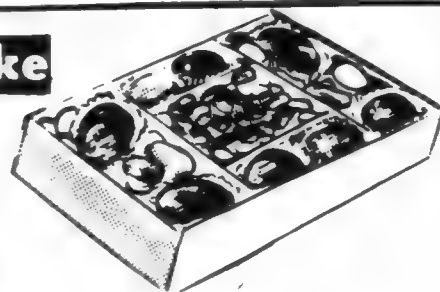
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Commencing July 1st your neighborhood movie theater, THE GOLDEN BOUGH, will come under new management, inaugurating a policy of distinguished foreign and American films on a full time weekly schedule. THE GOLDEN BOUGH will open each week night at 6:45 PM with continuous showings Saturday and Sunday from 2 PM.

The latest modern equipment for the projection of Cinema-scope pictures, hi-fidelity sound and a sweeping forty-foot screen will soon be installed to bring you the ultimate in motion picture presentation.

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my part of Robles del Rio, and yet protected by shade trees. It's fenced, and the grounds include a lath house, garden workroom, meandering fish pool, and large chalk-rock barbecue. Owner has moved, and offers this charming, livable home for

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## city in a hurry

termine what Salinas will be like in the future. There are many pressures that make such planning difficult. Many individuals think of the individual needs of today and neglect the needs of the future."

But, says Adsit, generally Salinas is luckier than most cities. Salinas pulls together. It has long been famous for its pulling together in charity drives, and there is never any trouble on bond issues, and anyway, Salinas is well fixed financially, so well fixed that even most of the gas tax money can actually be used for street improvements. Salinas is running strictly in the black, with room to spare; a cash balance of nearly one million dollars.

Pulling together recently, the people of Salinas paved the way through the greatest obstacle that blocked growth and industrial development: the drainage problem. City Council prepared a \$2,000,000 plan for providing the city with sewers and storm drains adequate for a community of 100,000, and the voters accepted the plan 8:1. The project is now under construction.

It is this pulling together which, in the minds of annexation protagonists, makes it so necessary to absorb Alisal which now sticks into the side of Salinas like a blunt splinter.

Alisal, a community of 17,500 with an assessed valuation of \$10 million, differs somewhat from Salinas. Salinas is predominantly middle class. It has many nice homes and some very expensive ones. Lots in the Monterey Park section run as high as \$4,000 to \$5,000. Alisal, though it has nice areas, is lower in social stature than Salinas. Homes are cheaper. Among its residents are many poor newcomers, many migratory families; hence its nickname, "Little Oklahoma". Some Alisal lots cost only \$600.

This August, the annexation of Alisal--the engulfing of the splinter by the growing amoeba-like blob that is Salinas--will be tried by vote for the third time. The necessary number of signatures to make such an election possible were collected on a petition in June.

In 1949, annexation of Alisal lost out by 440 votes. In 1950 it lost out by 129. This time those in favor of annexation figure they've got it licked.

To an outsider, however, this would seem far from certain. The

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argument that only pulling together in unity can make for a bright future, that the sooner Salinas reaches 100,000 inhabitants, the sooner it is listed among the standard metropolitan areas that have that many inhabitants, the sooner it may boom from there, cannot be very impressive to most Alisal residents.

The anti-annexation arguments, advanced by Tex West, owner and operator of the Alisal Garbage Service and new president of the Alisal Businessmen's Association, and Roy Willis, of the Alisal Sanitary Board, would seem to have much more immediate impact. Says Tex:

"Why, being annexed would cost us an extra \$72,000 a year. That would pay off our sewer indebtedness.

"It would work like this: Annexation would add \$30,000 to \$40,000 in sales taxes, \$10,000 to \$16,000 in business licenses and \$26,000 more in taxes." (Salinas now pays \$5.96 per hundred assessed valuation, including special assessments such as the Mosquito Abatement District, the Nacimiento Flood Control District, the Library, etc. Alisal pays 24 cents a hundred less, has all the services Salinas has and its own very fine school district).

Tex West also says that Alisal, being almost as big as Salinas (it was bigger than Salinas just a few years ago), would want immediate representation in the city council, but could obviously not get this until the next election two years hence. He has other arguments and predicts: "Annexation is going to be beat (sic) worse than ever before."

On factors such as these, on immediate ambitions, on worries about an extra 24 cents per \$100, the future of an area often depends. But even without Alisal it is certain that Salinas will go on to grow and prosper, and eventually Alisal will be part of Salinas, even if not municipally, by being surrounded by it like Hamtramck and Highland Park are completely surrounded by Detroit where once similar situations existed.

Make no mistakes. Salinas is not like the Monterey Peninsula. It has its libraries and a nice golf course, but it prefers baseball diamonds. It has a good school system and it has Hartnell College with 800 students, successor to the oldest college in California which was founded in 1833 by a Protestant Englishman who became a Mexican Catholic and whose adobe ruins still stand.

But though Salinas respects learning, it respects practicality and life even more. It is vital and it will grow, grow not despite itself but because of its vision and vitality.

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## HARVEY

in the Wharf's "Finian's Rainbow", does not let the play down.

In fact, his interpretation is a top professional performance and good enough to displace the Jimmy Stewart association with the part for the movie-goer. This is a chap the local theaters would be wise to hold on to, if they can.

"Harvey" revolves around the pixilated Doud and his accompanying rabbit imagery, Harvey. In turn it leads to the plot for his commitment to the snake pit.

However, Cutelli comes close to making one believe that the rabbit exists.

Another standout in the production, directed by Don Gunderson, is Ruth McElroy, who plays to the hilt a "McElroy" version of Veta Louise Simmons, Doud's sister.

From here on the cast is not up to the acting of the leads but fortunately Cutelli and McElroy carry the play and the supporting players and make the evening.

Gunderson, who has done well in both direction and stage setting (a convincing double set in the round), is a plausible Dr. Chumley. Chase Drake and Edgar Pye are more than competent as Betty Chumley and Judge Gaffney respectively.

William Grant as Duane Wilson is entertaining, but stumbles a bit both with the characterization and Brooklyn accent.

Biggest lost opportunity is in the small role of the taxi driver by A. Timothy Ewald. The author has used the taxi driver as the vehicle to convince Veta Louise against treatment for her brother, but Ewald muffs his lines with a weak recitation.

The part of Myrtle Mae Simmons was played on Saturday of the opening weekend by Kathy Kollmer substituting for Joan Craig who is now in the part. Miss Kollmer did a remarkable job of moving into an unrehearsed role.

Howard Velt Jr. works hard as the young psychiatrist but his inexperience shows and his acting here must be dubbed as collegiate. In the same category is Gloria Rust as Ruth Kelly, the nurse.

In totality, however, "Harvey" as a production is excellent fare and should be a "must" on your theater list.

"Harvey" runs Friday, Saturday and Sunday nights this weekend and next, "Yes, My Darling Daughter", under direction of Charles Thomas, opens July 15. —T.H.

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## FAMILY FORUM

(Continued from H-4)

time housekeeper. Salaries for housekeepers range from \$125 to \$175 a month, while a better-than-average salary for secretaries around here is \$200 a month.

"So, for the difference, the mother might as well stay home," one employment agency head told us.

However, most mothers do manage, perhaps after considerable scrounging around, to come up with a solution to the problem. School teachers with their good working hours and their nice, long vacations, and mothers who can make a part-time job profitable find it easiest all around.

For the working mother who is able to transport her child by car, there are licensed private homes which provide child care, private nursery schools, the Child Care Center and co-operative nursery schools (though these are in operation mornings only during the school terms and require a mother to participate one morning a week).

The foster homes, licensed by the State Department of Welfare, meet a thorough set of "basic standards" as to sanitary conditions, character of the foster mother, etc. Fees are not set, run from \$2.00 for eight hours a day upwards, depending on how much the home has to offer. Two years ago, the County Welfare office told us, the Monterey Peninsula had a lack of foster homes. Today, however, there are homes with vacancies.

We came across some Peninsula mothers who had rather unusual solutions to the problem of what to do with the children. Mrs. Larry Sweeney, who is employed in a Carmel shop, has a high school girl taking care of Patsy, 8, and Jimmy, 6. In the afternoon baby sitter and children adjourn to the Beach Club where father Larry works. It's a nice set-up any way you look at it. Mrs. Sweeney, incidentally, feels that working away from home makes her better with the children. Not being around them all the time makes her appreciate them all the more.

Margaret Levinson, helping her husband, Howard, in his men's clothing store, gaily says, "Working's a vacation for me!"

All of the mothers we talked to feel that any unusual situation is harder on an only child than on the child who has brothers and sisters to identify himself with. Security, they say, comes in numbers.

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## Wharf Review

of the public mood and the cowardly surrender to it; when the accused is condemned by the very fact of his accusation, and his only chance to survive is to confess that of which he is innocent, and in the act of confession must irreparably implicate others equally guilty.

Its climax pictures the struggle of one man who saves his neck by such a false confession of his association with the devil, then tears up the document and willingly and proudly walks to the gallows without having compromised his eternal soul.

Regardless of the playwright's alleged political antecedents (Miller, we understand, was once refused a passport), it is a play worth seeing and worth thinking about.

It is to the Wharf Players' credit and a further proof of the excellence of their repertory standards that they have brought this play—one that might easily be considered "controversial" were it not for its historical accuracy—to the Peninsula.

The entralling drama has many lengthy major roles, the defection in any of which might easily spoil the play. But somehow Director Thomas Brock has managed to assemble the required talent, and to cast the lesser talent in roles that it is well able to handle convincingly. Thus the Wharf presentation, despite a small number of uneven performances, stacks up as one of the theater's most successful efforts.

We must single out here the performance of Carmalita Benson Scott together with Brock's direction of the end of the first act: this scene is like music, some horrendous crescendo in which Miss Benson carries the theme with almost unbelievable intensity. From the moment of her entrance the scene builds its mounting rhythm like the beating of primitive island drums to a nerve-shattering, screaming finish. It's a rare fusion of play-writing, directing and acting.

Also outstanding in their roles are Terry Eby as a fanatic and career-conscious preacher, Henry Chaeff as a sly and cowardly cut-rate Judas, Virginia Hurd as one of the "innocent" young girls whose false testimony starts and propagates the witch hunt, George Gordon as the man who has to make his choice, Elizabeth Blair as his good wife, Brock as a man of God who discovers the unholiness of the proceedings, and Robert Carson as an elderly farmer of the cursed community. G. S. B.

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(D) To Mr. and Mrs. Haruo Nakasako of 661 Spencer St., Monterey, a boy, Spencer, on June 9.

To Cpl. and Mrs. Lewis R. Timberlake of 720 Railroad St., Seaside, a boy, Bradley, on June 1.

(D) To Mr. and Mrs. Joseph Scully of 700 Cedar Ave., Seaside, a girl, Carmen Virginia, on June 1.

(S) To Mr. and Mrs. Travis Odell Smith of 170 Pacific Ave., Monterey, a boy, Jeffrey Kent, on June 5.

To Mr. and Mrs. Dale Edward Raby of 464 Casanova Ave., Monterey, a boy, Dale, on June 6.

(K) To Pfc and Mrs. Loris H. Baker of 638 Spencer St., Monterey, a girl, Linda, on June 2.

To Sgt. and Mrs. Elmer L. Whitaker of 1241 Eighth St., Monterey, a boy, Gary, on June 6.

To Pvt. and Mrs. Oliver Lee Wroe of 913 Eighth St., Seaside, a boy, Bennie Lynn, on June 5.

(C) To Pfc and Mrs. Glenn LeRoy Richardson of 75B West St., Salinas, a girl, Debra, on June 1.

(K) To Mr. and Mrs. Salvatore P. Cardinale of 491 Webster St., Monterey, a boy, Vincent, on June 9.

(B) To Mr. and Mrs. Steve Merino of 1540 Fremont St., Monterey, a boy, Kenneth, on June 9.

(C) To Mr. and Mrs. Francesco Billante of 933 Hellam St., Monterey, a boy, Antonio, on June 11.

(S) To Mr. and Mrs. Salvatore J. Ventimiglia of 260 Via Paraiso, Monterey, a girl, Phyllis, on June 2.

(H) To Mr. and Mrs. Adolph Gonzales of 1216 Lincoln St., Pacific Grove, a boy, Richard, on June 1.

(F) To A/3c and Mrs. Robert E. Payne of 2198 Withers St., Monterey, a boy, Robert Bernard, on June 2.

To Mr. and Mrs. Louis G. Gardner of Carmel Valley, a boy, John Louis, on June 11.

To Mr. and Mrs. Ernest Freitas of 1398 Spencer Place, Seaside, a boy, Ernest, on June 12.

(C) To Mr. and Mrs. Roy G. McBride of 1157 Second St., Monterey, a boy, John Roy, on June 14.

To Mr. and Mrs. Isidore Fred Cosentino of 417 Eardley St., Pacific Grove, a boy, Lucio, on June 14.

To Mr. and Mrs. John Paul Willwert of 139 Dewey St., Pacific Grove, a boy, Geary Paul, on June 16.

(A) To Mr. and Mrs. Donald E. Davis of 205 Edinburgh St., Monterey, a boy, Steven Wayne, on June 18.

To Mr. and Mrs. Herman Motte of 1522 Lowell Place, Seaside, a boy, Raymond Glenn, on June 19.

(S) To Lt. and Mrs. Charles G. Bakaly, II, of Carmel, a boy, Charles George III, on June 14.

To Pvt. and Mrs. William K. Brower of 802 Mermaid St., Pacific Grove, a girl, Diane, on June 13.

To Sgt. and Mrs. Joseph Bruno of 952 Hellam St., Monterey, a girl, Jean Marie, on June 15.

(K) To Cpl. and Mrs. Gerald D. Carson of 1504 Waring Place, Seaside, a girl, Piccolo Beatrice, on June 16.

To Pvt. and Mrs. Louis E. Chapman of 657 Del Monte Blvd., Seaside, a girl, Helen Renee, on June 15.

(J) To Sgt. and Mrs. Billie Kelley of 12C Fremont Circle, Ord Village, Monterey, a girl, Joanne Elizabeth, on June 10.

To Pfc and Mrs. Lyn T. Lance, of 239 Willow St., Pacific Grove, a boy, Scott Lynn, on June 13.

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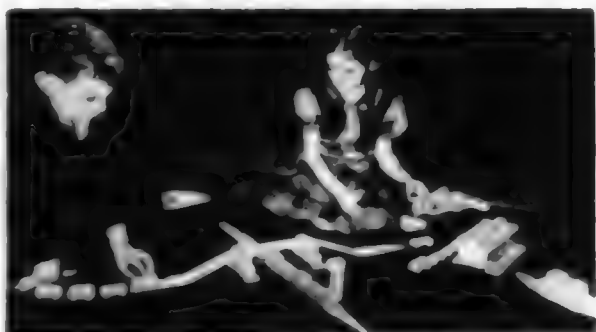
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(E) To Mr. and Mrs. John J. Kenny of 414 Palo Verde, Monterey, a girl, Patricia, on June 3.

(S) To Mr. and Mrs. James Oliver Rhyme of 818 Grace St., Monterey, a boy, Johnny Dale, on June 5.

(E) To Mr. and Mrs. Anthony F. Venza of 1072 Jewell Ave., Pacific Grove, a girl, Tamara, on June 5.

To Lt. and Mrs. Thomas T. Davenport of 140 Via Gayuba St., Monterey, a girl, Kristen, on June 1.

To Sfc and Mrs. Thomas J. Butler of 662 Hawthorne St., Monterey, a girl, Michele, on June 1.

(E) To Mr. and Mrs. Anthony Klepich of Carmel, a boy, Frederick Martin, on June 9.

(B) To Mr. and Mrs. Bertram Page of 503 Avila St., Seaside, a boy, Peter, on June 9.

(B) To Mr. and Mrs. Franklin Saunders of 1417 Franklin St., Seaside, a boy, Brad Lee, on June 9.

To Lt. and Mrs. Raymond G. Bennett of 115-15th Inf. Ave., N. Bayview Park, Monterey, a boy, Robert Gordon, on June 7.

To Capt. and Mrs. Lyle G. Seydel of 113 Paulson St., Bayview Park, Monterey, a girl, Madonna, on June 7.

(C) To Mr. and Mrs. Joseph Giamona of 1150 Fairview Ave., Salinas, a boy, Thomas Joseph, on June 10.

(K) To Mr. and Mrs. Jerry Colman of 748 Darwin Place, Seaside, a girl, Deborah, on June 14.

(H) To Capt. and Mrs. Jan Gottschalk of 106 - 19th St., Pacific Grove, a boy, Marc, on June 14.

To Pfc and Mrs. Virgil V. Ahlberg of 715 Lake St., Seaside, a boy, Michael David, on June 4.

To M/Sgt. and Mrs. John P. Boone of 378 Leinbach Ave., Bayview Park, Monterey, a boy, Peyton Terry, on June 8.

To Sfc and Mrs. John A. Carter of 825 Portola Drive, Del Rey Oaks, Monterey, a girl, Diana Lynn, on June 7.

(A) To Mr. and Mrs. Donald Burdick of 2 Via Cimarron, Monterey, a girl, on June 14.

(H) To Mr. and Mrs. Salvador Jaramillo of 159 Pacific St., Pacific Grove, a girl, on June 8.

(E) To Mr. and Mrs. Howard Monroe of 9th and Monte Verde, a boy, on June 8.

(H) To Mr. and Mrs. Merle Sweatt of 721 Eardley St., Pacific Grove, a boy, Larry Alva, on June 3.

(B) To Mr. and Mrs. William Omoto of 1028 Palm St., Seaside, a girl, Linda, on June 3.

To Cpl. and Mrs. Richard Matthew Oneida of 1135 Wanda St., Seaside, a boy, on June 3.

To Pfc and Mrs. Walter R. Shepard of 515 Granite St., Pacific Grove, a girl, Valerie Taylor.

To Cpl. and Mrs. Marion A. Smith of 2300 David Ave., Monterey, a girl, Karen, on June 6.

(A) To Mr. and Mrs. Joseph Lucido of 571 Spencer St., Monterey, a boy, on June 4.

(D) To Mr. and Mrs. Armin Muller of 1299 - 8th St., Monterey, a girl, on June 6.

To Sgt. and Mrs. William P. Dunn of 702 Ocean Ave., Monterey, a boy, Dennis Michael, on June 7.

To Sfc and Mrs. Pedro Munoz of 231 Velasco St., Bayview Park, Monterey, a girl, Loretta, on June 5.

(F) To Mr. and Mrs. Ronald E. Carpenter of 713 Jessie St., a boy, on June 5.

(J) To Mr. and Mrs. Garth Wilkinson of 81 Melway Circle, Monterey, a boy, on June 6.

To SFC and Mrs. Dewey E. La Peer of 208 - 15th St., Pacific Grove, a girl, Shelley, on June 10.

(F) To Mr. and Mrs. Charles Lee of 219 "C" Watson St., Monterey, a boy, Timothy Kim, on June 17.

To Mr. and Mrs. Henry Mok of El Dorado Rd., Pebble Beach, a boy, Stanley, on June 16.

To Mr. and Mrs. Reuben Hampton of 39 Via Cimarron, Monterey, a boy, Timothy Duke, on June 17.

To Mr. and Mrs. Harry Sumner of Carmel a boy, Scott Howard, on June 18.

(J) To Lt. and Mrs. John B. Holmes of 936 Cypress St., Seaside, a girl, Nataly Jane, on June 16.

To AT2 and Mrs. Don A. Brooks of 401 Hilby Ave., Seaside, a boy, Patrick Allen, on June 11.

(F) To Lt. and Mrs. Edwin E. Nyman of 10 Serrano Way, Del Rey Oaks, Monterey, a girl, Jayne Ann, on June 10.

(J) To Cpl and Mrs. James L. O'Shea of 15B Cabrillo Circle, Ord Village, Monterey, a girl, Elizabeth Jean, on June 12.

To Sgt. and Mrs. Frank J. Reppen of 485 Grove Acres, Pacific Grove, a boy, Randi, on June 16.

(D) To Mr. and Mrs. Douglas Swift of 998 Leahy Place, Monterey, a girl, Susan Lynn, on June 19.

To Mr. and Mrs. Clarence Kephart of 569 Pine Ave., Pacific Grove, a girl, Denise Joyce, on June 20.

To Sgt. and Mrs. John Thomas Johnson of 615 Casanova St., Monterey a girl, Helen Susan, on June 13.

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July Issue



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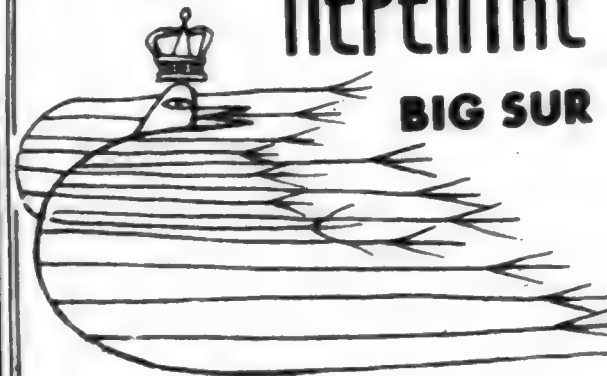
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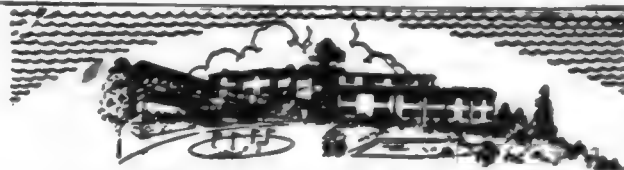
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CYPRESS AND SKY at Point Lobos, --Photo by Ken Legg

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July Issue

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THE SEVENTH HOLE at Pebble Beach. Photo by Julian P. Graham



THE TREACHEROUS 18TH HOLE at Cypress Point. --Photo by Julian P. Graham

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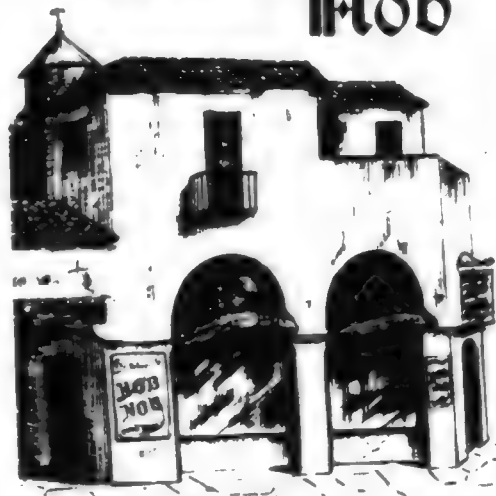
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# PENINSULA THEATRES ...

## Past, Present, Future

### Last in a Series

Sharing the honors with the Golden Bough's Edward Kuster as the Peninsula's elder stagemen is Herbert Heron, one-time mayor of Carmel whose interest in municipal government was concentrated largely on the preservation of Carmel's natural beauty and the encouragement of the arts in this, his beloved little village.

Herbert Heron's story and that of his Forest Theater is somewhat simpler and perhaps of less moment than the story of the Golden Bough which we told in the first

part of this series (issue of April 29).

This is so largely because the Forest Theater was never--or at least not until recently--a year-round project. It just played in the summer time. And it never really had to make money to survive. It just had to break even on a small overhead. It didn't have to support anybody. Thus it was always, first and foremost, an amateur project in every sense of the term; people who loved to act were on the stage; people

who loved to watch people act sat in the audience, and there were no commercial aspects of any kind.

In this respect the Forest Theater has been, and still is, unique. The Golden Bough always depended to some extent on its theater receipts. The Wharf today completely maintains itself, paying even some salaries to directors and technical staff. The First Theater, though faced with less of an overhead than the Wharf, does the same.

...

Herbert Heron, founder of the Forest Theater, is around 70 but

doesn't like to advertise his age. That's because he plays much younger parts on stage (his last appearance was as Mercutio, a man of 25.) He came to Carmel in 1908 from southern California where he had been a stock company actor.

He built the Forest Theater on land donated by the Carmel Development Company, and in 1910 put on "the first drama in Carmel"--"David", by Constance Lindsay (please turn page)



IMPRESSIVE SET was erected on Forest Theater stage in 1925 for Euripides' Iphigenia in Tauris.  
--Photo by Lewis Joazelyn

HERBERT HERON as Marc Antony in Forest Theater's 1942 production of Julius Caesar.  
--Photo by George Seldeneck



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FIRST THEATER ADOBE at Scott and Pacific Streets in Monterey is an historical landmark. Isabel Hartigan is curator. --Photo by William L. Morgan

(from preceding page)

Skinner.

From then on, the Forest Theater played occasional weekends in the summer time, once giving as many as eight plays, and it never missed doing something in

a season until the middle of the depression. In 1937, it closed down for three years.

Heron, who had founded the Forest Theater Society and later the Western Drama Society, con-

## PENINSULA THEATERS

# PAST, PRESENT, FUTURE

solidated the two organizations in 1920. The Forest Theater was then incorporated, and Heron was its managing director most of the time until it dissolved in 1936.

The dissolution came after the organization had decided the theater to the city because the city could get a federal grant (\$16,000) needed to rebuild the stage and dressing rooms and prop rooms of stone, concrete and heavy redwood.

After the city took over the property, anyone could rent it and put on shows.

Heron did just this in 1940 when he gave the first "Shakespeare Festival", revived several times

since then. Because of lack of sufficient interest there will be no Shakespeare production this year although a small group of enthusiasts hope that next year the Festival will again be a part of the Carmel summer season.

The present Forest Theater Guild was organized in 1949, and although its predecessors (before the depression) had always managed

to average out, the Guild is now in debt.

Heron is often at odds with the Guild, of which he is a member, because he believes that theater on the Peninsula "has a great future provided it does not slavishly imitate the New York stage".

Says Heron: "We have a wonderful group of players. They have the inspiration and spontan-

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BY FRANKLIN D. ROOSEVELT - 1900-1901

LORD, make me an instrument of Thy peace.  
Where there is hatred, let me sow love.  
Where there is injury, pardon.  
Where there is doubt, faith.  
Where there is despair, hope.  
Where there is darkness, light.  
Where there is sadness, joy.

O DIVINE MASTER, grant that  
I may not so much seek  
To be consoled, as to console;  
To be understood, as to understand;  
To be loved, as to love;  
For it is in giving, that we receive.  
It is in pardoning, that we are pardoned.  
It is in dying, that we are born to eternal life.

To the men of many nations who meet in peaceful council  
in the city of St. Francis

You have the prayers of millions attuned to your deliberations.  
What you determine will be a flame raised high for All the World—  
an augury of hope and faith for the Peace to come. May you visit  
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SOCIALITE TERRY HENDERSON starred in title role of "Lola Montez" for the First Theater. Here she's doing the spider dance.

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city, that professionals so often lack.

"They shouldn't stick to the standard stuff--just because New York is successful with it, it doesn't mean that they would be.

"In the Forest Theater we have a natural setting for poetic drama. Phony settings have no business in the Forest Theater and drawing room plays don't lend themselves to the magnificent setting it does have.

"The Guild has put on things like 'Claudia', a sentimental piece of slush, and they gave a very good production, but it's not for the Forest Theater, and then in 1952 they put on 'The Women' which is an abomination for the Forest Theater. This kind of stuff

the Guild's Board of Governors is Mrs. Jean T. McKinney. Some members of the Board including Cole Weston (who has directed a number of Guild productions) tend more to the modern (and, if possible, even avant garde) drama for which the downstairs auditorium is adequate, if overcrowded.

More than any other serious theater on the Peninsula, the Forest Theater is today burdened with mediocrity--though some of its members, notably Allen Foulkes, have much talent--and mediocrity is a handicap even in the production of experimental plays, not to speak of the production of drama on the grand scale that would go so well, and which Her-

ible in Carmel. No doubt it will return. Meanwhile, the experimental theater does point the way to the future because it offers the opportunity for the development of talent before it is ready for the more exacting stages of the Golden Bough, and the very professional, in the true meaning of the term, Wharf Theater.

...

The theaters, whose history, problems and future prospects we have briefly pictured above, are the Peninsula's regular legitimate stages, the kind which--for better or worse quality--may be found all over the nation.

In addition to these, however, the Peninsula has a theater that

and handsome heroes.

The fact that the First Theater has never had to shut down since its opening under the Denny-Watrous management in 1937 is ample testimony that people like

this kind of stuff, even if only for the fun of it.

The First Theater, like the other little theaters here, has its own crew of faithful amateurs but (please turn page)



doesn't belong in a pine forest."

What Heron would like to see is poetic drama and the like on a grandiose scale, Shakespearean plays and plays like "Lysistrata" which the theater did put on in 1951. This summer the Guild is putting on J. M. Synge's comedy, "The Playboy of the Western World", an Irish classic.

Recently elected president of

TYPICAL MELODRAMA performed at California First Theater was successful "Ten Nights in a Barroom". On stylized stage here are (left to right) Eileen McDermott, Bobo Watson, Paul Vornholt, Martha Bickel and the First Theater's perennial John Kidwell. --Photo by Arthur McEwen

bert Heron would so much like to see, in the magnificent setting of the Forest Theater.

As long as that big outdoor stage is available, such drama is poss-

is truly unique: California's First Theater. This stage shows only one kind of play, the old-fashioned melodrama, complete with evil villains, innocent maidens



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This is the cover of your new Monterey and San Benito Counties Telephone directory. The directory bearing the cover pictured here will be distributed through the month of July. In keeping with our policy of featuring prominent points within the directory area we are showing the Mission San Juan Bautista, a well-known San Benito County point of interest. Last year we featured the historical Custom House of the Monterey Peninsula. It is our aim to make your directory an attractive as well as a useful item.

### MONTEREY AND SAN BENITO COUNTIES TELEPHONE DIRECTORY

JULY 1955



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## PENINSULA THEATERS

## PAST, PRESENT, FUTURE

(from preceding page)

there is a surprising exchange of talent with the other local stages. Again like the other theaters, the First had its share of amateurs who have since become successful professionals. Movie Actor Steve Cochran spent two years at the First, acting and directing.

Sailors and whalers were the first occupants of what is now the First Theater. Monterey Pioneer Jack Swan built it in 1847 as a saloon and lodging house. While still a saloon the first paid theatrical performance in California was given in the adobe building, hence its name today. After a couple of years of occasional theatrical performances, the building was used as a tea room, drug store and finally museum, the latter under the administration of the State Department of Parks and Beaches as a historical monument.

Dene Denny and the late Hazel Watson, who had been in partnership as theatrical and artistic impresarios since 1920, took it over in 1937 as a concession and on June 3rd of that year lit up the old theater again with their production of "Tatters, the Pet of Squatters' Gulch". Tickets that gala opening night were \$2.50. The auditorium was crowded with

dignitaries and the show was a sell-out.

Since then, the First Theater has put on many well-known plays of the evil versus virtue genre. It has presented "The Drunkard" (for 75 performances), "East Lynne", "Uncle Tom's Cabin", "Ten Nights in a Bar-Room", "Streets of New York", "Bertha, the Sewing Machine Girl", "Deserted at the Altar", "Camille", "Dr. Jekyll and Mr. Hyde", and "Trilby". The theater usually has five or six productions a year, its 86th production, "Way Down East", is opening this weekend.

Plays at the First are always followed by an old-fashioned olio, a succession of variety acts, that is often at least as much fun as the show itself.

The First's current "permanent director" is capable Rhea Diveley, a former professional actress. Now doing her 17th show, she is assisted by Rhoda Johnston, designer and executor of the costumes so important to recreate the mood of the traveling shows of the second half of the last century. Isabel Hardigan, curator of the building, also lends a hand.

The First Theater, in its specialized field and maybe because of it, is probably the tightest-run

theatrical organization on the Peninsula. It functions smoothly, its staffers are happy, there are no squabbles and apparently none of the financial problems that so often beset the other groups. The community likes the First, many people returning several times to see the same show. Tourists love it because it's so unusual.

Yet it would be disappointing if, because of its specialized fare and because of its professional management functioning in an unusually low-overhead situation, the First Theater should, by fluke of fate and financial fate, be the only theater to survive on the Peninsula. An oddity, such as this, is not enough: yet the Golden Bough might go, the Forest Theater flounder on for years in its present atmosphere of semi-organized amateurism, and the Wharf could—though this looks unlikely at this point—meet with financial reverses.

As everything, this then is also up to the community: if the people of the Peninsula want theater, they must back it by patronage as well as by participation. And, as we said before, it looks today as if public interest in little theaters here is growing and that another golden age of the stage is just around the corner.

## NEW ARMY STANDARDS

(Continued from Page D-1)

als. A single rating of less than "very good" jinxes a man for an honorable discharge.

Undesirable discharges are given for misconduct, homosexuality and those found "disloyal and subversive." They can be issued without courts martial. Bad conduct and dishonorable discharges are reserved for convicted offenders.

At Fort Ord, the transfer section of the 6023 Personnel Center handles the discharges. The transfer section is now the busiest section of the center.

In May it discharged 4,000 men, in April 3,250, in March 3,100 and in February 2,750. Its reception center, processing new recruits, handled only 2300 soldiers each in April and May compared to 6700—mostly enlistees—in January who wanted in before the veterans benefits went off.

According to Col. J. H. Bloss, commander of the personnel center, and Lt. Col. Frank B. Gregory, his executive officer, the large number of discharges is due not only to the low intelligence quotient program but also due to the early release program for enlisted men who are returning to school after putting in a specified minimum of time: 21 months for

two-year men; 33 months for three-year men.

The majority of the men, according to Colonel Bloss, are transferred to the reserve: hence the section's name. The largest number of discharges or transfers thus fall into the "honorable" bracket. General discharges are next in number. There are relatively few undesirable discharges. Statistics are not available locally.

Of the undesirable discharges, however, no more than eight or ten at the most have been given because of disloyalty and subversion since Colonel Bloss took over the personnel center last October. Out of 21,000 men or so discharged during that period, that is a tiny percentage.

Soldiers known to have been in association with persons termed "disloyal or subversive" are usually given general discharges although their own loyalty may not be in question. Statistics on such cases are not available at Fort Ord.

Low mental category men exempt from obligatory discharge include those who have been in the service 8 years, men decorated for valor and men who have been promoted to corporal or better. Men in these categories have the option of staying in.

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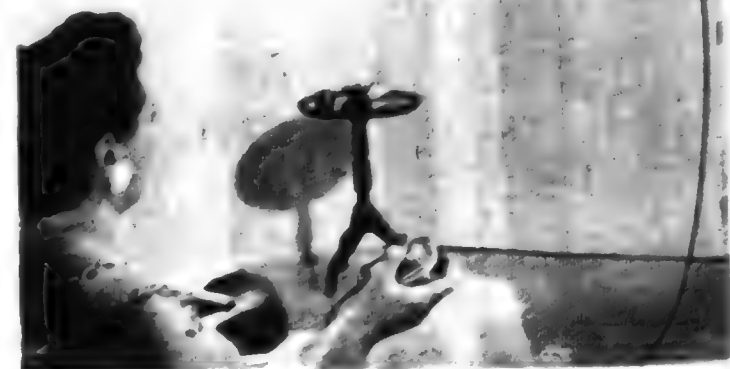
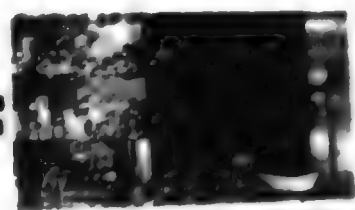
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# Best Seller Clobbered

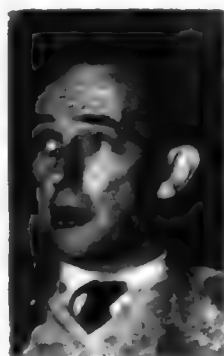
**BOOK LOOKS -- by John F. Allen**

I should have known better. But I have a bad habit: I'm an inveterate reader of newspaper columns--from the insane gibberings of Westbrook Pegler to the egomania of Walter Winchell. They help to fill those gaps when one is waiting around a city room for a man to bite a dog. Anyhow, I have dipped from time to time into the cloumnar meanderings of Robert Ruark. He's by no means the worst columnist around, but, a bargain counter phrase maker and thinker. When I heard the boy had written a novel, and then saw it make the best seller lists, I thought maybe he'd found his field.

I was wrong. *SOMETHING OF VALUE* (Doubleday, \$5) is a dreadful novel. It is horribly and stupidly bloody, both in the sanguinary sense of that word and in the way Mr. Ruark's veddy, veddy British characters use it.

Mr. Ruark tries something here which has thrown hundreds of better writers than he; he tries to write like Ernest Hemingway. Furthermore, he uses that favorite Hemingway locale, the equatorial Africa of the lion, the elephant, the Thompson gazelle and the white hunter. You won't know the old place, though, since the Mau Mau started the blood flowing and Ruark sopped it up with his typewriter ribbon.

This much can be safely said: Hemingway has wrapped up more of Africa in his classic short story, "The Snows of Kilimanjaro" (or, for that matter, even in those lesser African pieces he tossed off for *Esquire*) than Ruark manages in 560 pages of what he appears fondly to imagine is real hairy chested prose.



John F. Allen, one of the top writers on the San Francisco Examiner staff, is a former West Coast editor of Time Magazine. He reviews books exclusively for this publication.

As any follower of Ruark's column can tell you, Robert, publicly and with dramatic fanfare, announced sometime ago that he was tired of the mad, mad rush of civilization--his civilization at the time having been bounded by Toots Shoor's and "21". Armed with a Hemingway anthology, guns, pencils and a white hunter's hat, he hied himself off to Africa and the simple life. He came out of that episode with a non-fiction book which sounded like the script for a Bob Hope African picture, only not that funny.

Mr. Ruark announced that he had fallen in love with Africa (that is the standard phrase). Since he is now living in Spain, it is safe to assume that his next love will be bull fighting--which is also par for the junior grade Hemingway contingent (e.g. Barnaby Conrad).

If "Something of Value" was conceived out of Hemingway, it was born and bred of newspaper stories of the Mau Mau uprising and the obvious demands of Hollywood. It is hard to blame an author for writing with the movies in mind, since that is where the really big money lies, but it is equally difficult to blame the reader who resents laying out five bucks for a B-movie script.

The story, by the way, concerns a lot of British types (all of whom talk exactly like P. G. Wodehouse characters, despite the fact that Ruark is trying to be deadly serious) who are wringing a good living out of the Kenya soil and the sweat of the natives. All of them are sterling people, not above a bit of wenching, you understand, nor averse to a quart or so of gin a day, but bloody good people--backbone of the British colonial system. They've "civilized" the "niggers" with syphilis, Christianity, city slums, low pay, plenty of hard work, beatings and a lot of fond paternalism.

Mr. Ruark threads his story with episodes from the lives of Peter McKenzie, the son of a planter, who becomes a white hunter, and Kimani, the Kikuyu native who grows up with Peter. Kimani learns to his surprised horror (although any reader with half a head could have told him what to expect) that a grown Peter is no longer his childhood friend, but his master, able and willing to order him about and flog him for disobedience.

To cut a dreadfully long story short, Kimani spears a white, flees for his life, and ends by joining the Mau Mau. The latter part of the book is devoted to this native uprising--which has always seemed to me completely justified--and to the white effort to put it down. It is difficult to say which side used the cruelest

tactics. However, the natives have at least two excuses that the whites have not: they are not supposed to be civilized and they are trying to rid their soil of an invader.

At any rate, Mr. Ruark describes with obvious slack-jawed joy some of the most revolting episodes I've ever seen in print. He dwells slaveringly over sexually degenerate native oath ceremonies and such tortures (on both sides) as would make the Marquis de Sade and Mickey Spillane both blush. I'm not either easily nauseated or a prude, but a great deal of this is just plain dirty bad taste. It simply serves no purpose, unless you feel that a dog rolling in a bit of stinking carrion serves such. But, what am I saying? There's that best seller list, and Hollywood just over the horizon.

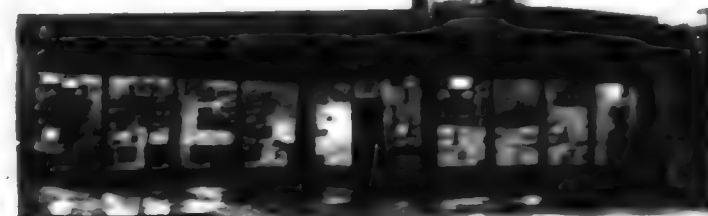
Incidentally, if you're looking for good big game hunting descriptions, you won't find them here. There's a great deal of safari camp stuff and campfire conversation in a stilted, pseudo-Hemingway style, but few particulars about the hunt itself. At least, no more than a man could take notes on while enjoying a long, cold one in a Nairobi bar.

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# PACIFIC GROVE 1955

Now and then someone comes forth with the suggestion that the Monterey Peninsula would be better off if all five of its communities were united under one government, thereby saving duplication and considerable cash.

This may be a very practical consideration, but it is doubtful that such unification will be achieved in the foreseeable future--if ever.

For cities have personalities. And the Peninsula's five are rugged individualists indeed. Though four of them border each other and the fifth is only four miles distant from the center of the group, the differences are leagues apart.

Monterey is a dark Spanish lady with a touch of Italian ancestry. She is ample-bosomed, hospitable, beautiful, a little bawdy and not scrupulously clean.

Seaside, and its tiny fellow city Del Rey Oaks, combine into a roused teen-ager, obstreperous, but virile and with great promise of a prosperous future.

Carmel is a sandaled lady dressed in Grecian robes. Her hair is flowing, she carries a harp in one hand and traveler's checks in the other as she flits from pine tree to pine tree trailing wisps of fog.

Pacific Grove is a middle-aged prim lady. She is not stylish but usually neat as a pin. Her hair is drawn plainly back in a knot and her lips are always tightly pressed together. She frowns on liquor and playing cards for money but would help a couple with strict parents to elope. Above all else she wants a decent home and upbringing for her children and she can be brought to a point of near violence to obtain it.

These characterizations are naturally simplifications but they embody the basic personalities with which the Peninsula's communities started out in life, and which they have retained with only minor modifications.

Pacific Grove began its communal entity as a place where people came to enjoy rest and relaxation in an aura of religion. They came for their vacations, pitching their tents in a camp operated by the Methodist Church. Later they came to stay permanently. The community has long since passed from churchly supervision and the religious atmosphere is not quite so prominent any more, but even today there are 16 churches for a population of 12,580, which is more than a mere sprinkling.

The community's present-day descriptive slogan is "A City of Homes" which is indeed fitting. It is so much a city of homes that it seems more like a community's residential area than a municipal entity in itself.

People come to Pacific Grove because they want to live in a quiet peaceful residential area, because they don't want to be bothered. They want good schools (which they get), efficient sewerage (which they get), neighbors of similar insular inclination (which they get), and beyond that some live in apathy.

About 70 per cent of the city's residents are home owners. An equal percentage finds employment or gains its income directly and indirectly from the outside. The rest live strictly on local service industries. About a quarter of the home owners, in addition to a large share of the renters, are military personnel. They buy their homes when they come here. They sell them when they leave. New "permanent transients" take their places.

Between Pacific Grove's old-timers, the passing parade of the military, the home-owners whose business interests extend outside the community, it is no wonder that there is little interest in anything but the status quo.

Local elections pass without campaigns. Candidates avoid issues, merely promise to keep Pacific Grove a "city of homes". Few residents go to the polls. Few residents attend Council meetings. There is nothing to vote for or to vote against. There is nothing to fight for or to fight against. Pacific Grove slumbers on.

When a civic project is proposed, such as the enclosing of the municipal swimming pool, it bogs down not in arguments but in general disinterest. When someone like Dr. R. E. Maxwell, 64-year-old physician, thinks of something to put the community on the map--in this case a unique auditorium for lectures and science conventions--it is endorsed and then conveniently all but forgotten. In over two years only \$16,000 of the required \$50,000 has dribbled in for this outstanding and worthwhile project.

This may be all very well, and as long as most families in Pacific Grove can obtain their living directly or indirectly from the

outside there is practically nothing that can spoil their idyll.

Today this is so.

But it may not always be so. And a city must think of its future.

This problem was brought sharply into focus last fall in the hassle--a small-scale hassle, really, but a big-scale hassle for Pacific Grove--over a use permit requested by C. J. Wilkie who wanted to put up a modern motel outside the area designated for motels on the city plan.

Due to the efforts of forward-looking civic movers like Realtor P. M. Dinkel, Pacific Grove has now revised its motel limitations and thus taken a step toward the future, a step that eventually may

(Continued on the next page)

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# THIS IS PG

(Continued from preceding page)

gain the city its rightful share of the California tourist dollar.

Though located in what is one of the finest stretches of seashore in the area, Pacific Grove never made any effort to capitalize on it. For tourist attractions it relied largely on its Monarch Butterfly, a winged little beast that returns to Pacific Grove each winter.

During the Wilkie motel dispute City Planner W. J. Crabbe put his finger on Pacific Grove's big problem:

Pacific Grove must be re-zoned--at the expense of residential areas.

Rezoning, he said, is necessary in a growing community about once every five years "despite the wishful thinking of some city planners who may want to keep the city the way it is and despite the thinking-in-the-past of many residents."

Crabbe elaborated:

"Costs have skyrocketed in the past 15 years. Pacific Grove needs additional income to cope with these costs. If it does not get this income, taxes on the individual householder will eventually have to be exorbitant.

"So the city must keep its eyes open for new sources of income, and make it possible for that income to come in."

If Crabbe had his personal say--which he cannot have as a neutral member of the planning commission--he would recommend a vast revamping and improvement program for Pacific Grove.

He visualizes the possibility of a top-class seaside resort, on the order of cities on the Riviera, with a promenade along the shore line and with fine apartment houses and hotels along that promenade.

A highway causeway would bring traffic directly into Pacific Grove, spanning Monterey Bay between the Navy School and China Point.

All this, of course, is strictly dream talk. Pacific Grove now has a large zone ready for modern, up-to-date motels, but it is a long way from becoming a strictly resort town. The motel zoning was achieved without too much opposition. Proposals of further changes would wake the city from its peaceful slumber and provoke, in all likelihood, a ferocious fight.

Today, Holman's Department Store is Pacific Grove's only major industry; it is in fact its major economic support apart from the outside earnings of the military and commuting residents.

With its four floors and solarium and its 49 departments, Holman's is an institution for the Peninsula. It is the only sizable department store in the area.

Holman's has 230 persons on the payroll. Many of the clerks have been with the store for years, and are as familiar to customers as the store itself.

Robert Johnson, manager of the Monterey Peninsula Chamber of Commerce, which Pacific Grove helps to support, has this to say about Holman's:

"I once asked the owner of a small shop in Pacific Grove how long he could stay in business if Holman's should disappear. The answer was that he wouldn't last long."

This is indeed ample testimony to Pacific Grove's current economic limitations.

A recent new and important industry in Pacific Grove is the National Automotive Fibers which took over the property of the American Can Company on Cannery Row. This concern employs 300 persons--many, however, not from Pacific Grove--but is about the last development in the way of industrial expansion thought possible under present circumstances.

"It's a matter of space and facilities," City Manager Alfred D. Coons says. "There is no room for industrial concerns and I think further development along that line unlikely."

Pacific Grove has done little in the way of promotion or campaigning to attract new business, a circumstance which draws forth both approval and criticism.

Approval comes from those who like Pacific Grove the way it is and see no reason for continual expansion and development.

Says a civilian employee at Fort Ord who makes his home in the "Grove":

"After all, we came to Pacific Grove because it was a small, quiet town and a nice place to bring up our children. It would change character entirely if it became a hustling live-wire community."

Criticism, however, comes from those people--especially those in business--who would like to see the economy expand, who feel

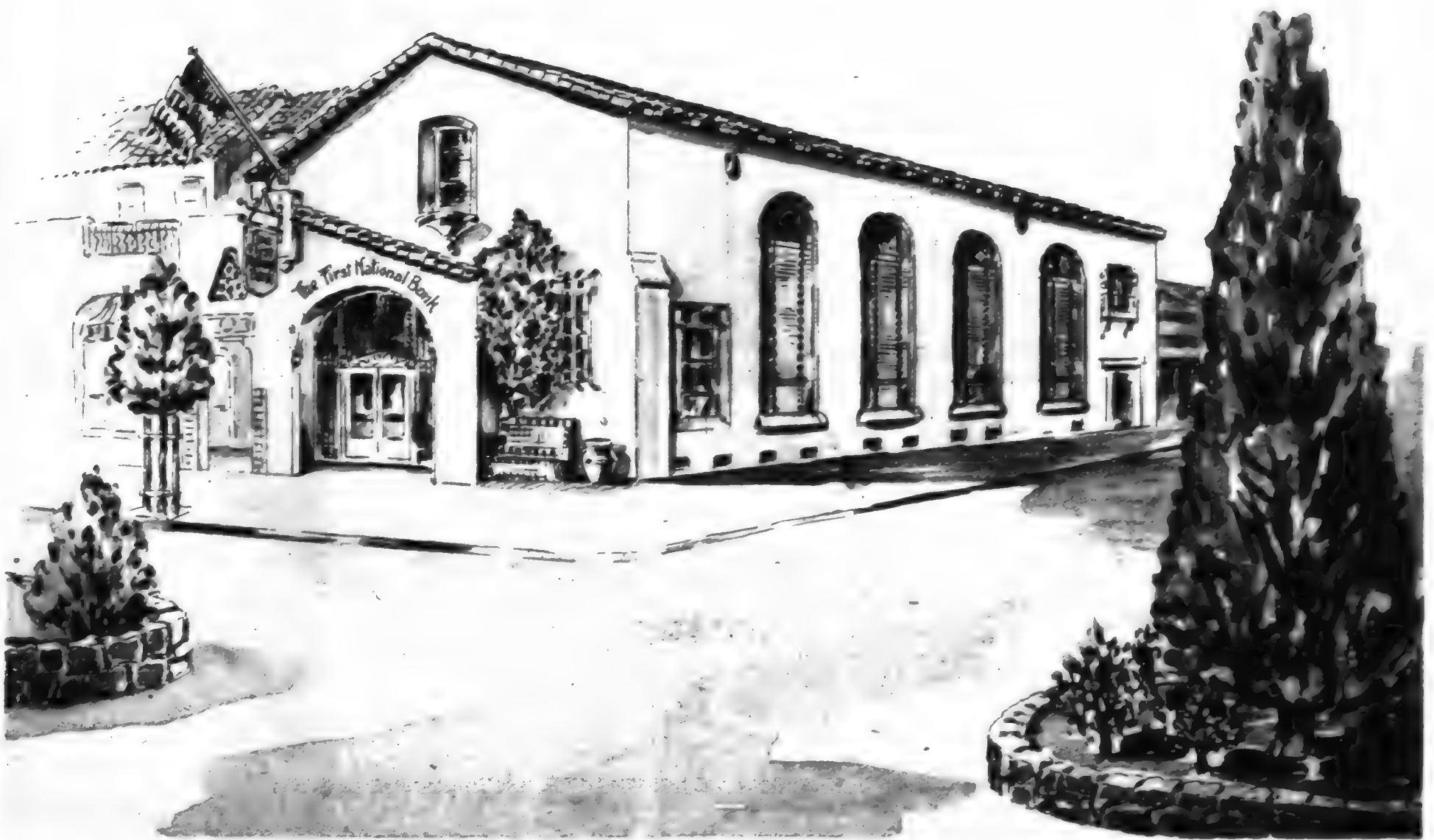
(Continued on Page N-2)



PHOTOS OF LIGHTHOUSE AVENUE were taken at the turn of the century by C. K. Tuttle, civic leader and owner of first drug store. Pictures were obtained through the courtesy of Tuttle's daughter, Mrs. Winifred Beaumont and the Camera Exchange.



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Dated: May 17, 1955  
Place of residence: Monte Verde and 8th Streets, Carmel, California

(s) Thorne C. Hall  
THORNE C. HALL

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COUNTY OF MONTEREY )

On this 17th day of May, 1955, before me, W. K. Stewart, a Notary Public in and for the County of Monterey, appeared THORNE C. HALL, known to me to be the person whose name is subscribed to the within instrument and he duly acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal at my office in the County of Monterey, the day and year in this certificate first above written.

(s) W. K. STEWART  
W. K. STEWART

Notary Public in and for said County and State  
My commission expires March 31, 1958

# THIS IS PG

(Continued from Page M-4)

that a little prosperity never hurt anybody.

True, a business expansion program would be difficult for Pacific Grove because of its land shortage. Residentially, the city is all but built up. Businesswise, downtown is filled up. Every frontage foot—what there is of it—is occupied.

One solution proposed is that of a large shopping center.

Roudi Partridge, civic leader and president of the First National Bank of Pacific Grove, is one of the most enthusiastic supporters of such a plan.

"It has been a dream of mine for a number of years to see the downtown business district converted into a big and important shopping center," he says.

"The town has always been a shopping center for the Peninsula, chiefly because of Holman's store, and the idea of capitalizing on this start is appropriate."

Partridge and others have even developed a concrete program to carry out their idea but it is still in the "thinking" stage.

Here's the deal:

Grand Avenue would be the center of the project. Property adjacent to the avenue would be acquired to provide ample parking space for shoppers. Building up of the shops in the periphery of the parking area would follow as a natural result.

"I went so far," Partridge says, "as to contact several of the major property owners in the downtown district. All were in favor of the idea. They approved of a suggestion that a parking district or something of the kind be formed. Grand is a very wide street and it is ideal for the purpose."

"I feel that parking is the answer to the secret of success of these shopping centers, and this plan would solve that problem."

"All that remains is for the citizens and the business people to get behind the plan, for it is surely feasible."

The problem, however, is the financing. Cost of such a shopping center project would be equal to or exceed the total assessed valuation of Pacific Grove's current business district, which is half a million dollars. But Partridge feels that if everybody got together, which they would have to do in order to put this project across, it could be accomplished financially.

Another enthusiast is Frank B. Shropshire, owner of the Camera Exchange, a photographic establishment that has won considerable reputation. Shropshire is in favor of converting the block bounded by Grand, Laurel, Forest and Lighthouse into a shopping center.

"There are only six property owners involved. The deal could be put over for six million," is his opinion. "If I had the money, I'd do it myself."

W. R. Holman, proprietor of Holman's, is not in favor of such a center, but he says that it isn't the competition that worries him.

"I feel," he says, "that such a center carried out on a large scale would harm the value of business property in other areas as it would draw business away from them. It would make a ghost town out of the other cities."

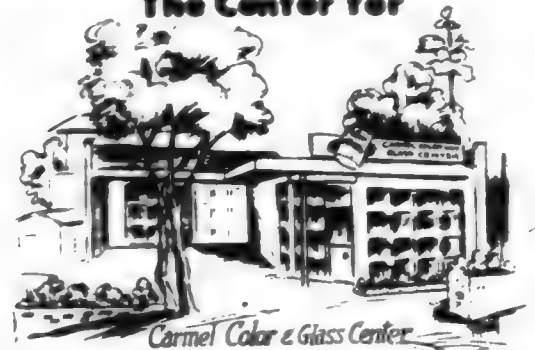
"I think our community has made a mistake in not making parking easier for the shopping facilities we already have. Parking lots easily available would be a solution, also we would not penalize the shopper for overtime parking."

If such a shopping center should come to pass, Pacific Grove would

(Continued on Page N-3)

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PHOTO IS OF METHODIST CHURCH, a Pacific Grove landmark when McKinley visited town in 1900. Last month, after heated argument, Church decided to sell structure and build a new one to take care of increasing congregation. —C. K. Tuttle Photo

not only face the problem of parking but also that of accessibility.

For today's demands, the roads into and out of Pacific Grove are sufficient. But with a shopping center this would be a different story. Monterey traffic feeds largely via Lighthouse; one lane each way. The same is true of Carmel traffic, and already a four-lane road between Pacific Grove and Carmel is in the planning stage.

Pacific Grove may lack enterprise when it comes to promoting new business, but it sees that its townfolk have a good time. It has the most extensive recreational program of any local community and probably of any town of its size in the State.

There is a 9-hole municipal golf course. There is a municipal beach and a heated salt-water pool. There are several tennis courts, a croquet court and horseshoe pitching facilities. There is an excellent municipal museum with an outstanding butterfly collection. There is a soft-ball field with a 500-seat grandstand. There are games, classes and parties for young and old. And there is Topper Arnett, a live-wire recreational director who looks like he'd be a cinch for anything he tried.

There are 15 parks with a total acreage of 64. Many of them are small, covering a block or less. The entire waterfront area, acquired partially by gift from Del Monte Properties and partially purchased by the city, might be classified as the most interesting park of all, with its fascinating tide pools, sand dunes, rocky cliffs and sand beaches. An old-timer, Hayes Perkins, has spent nine years in developing much of the waterfront into a formal garden: planting, weeding, cultivating. The city's waterfront property begins at Hopkins Marine Station, Stanford University's marine biology branch, and extends all the way to the Coast Guard Lighthouse Reservation: a veritable paradise for relaxing on a Sunday.

...

Such accomplishments, such problems, such a growth could scarcely have been anticipated at the turn of the century when Pacific Grove incorporated as a city largely because residents were indignant that Monterey failed to keep up the roads to Pacific Grove although Goove residents were required to pay a road tax. O. S. Trimmer and Charles K. Tuttle were among the strongest proponents of an independent, incorporated city when the community had but a few hundred souls. Trimmer became the first mayor. Tuttle was a member of the first elected Council.

But it was a good three decades before then, 35 years ago to be exact, that the summer tent encampment of Pacific Grove was set up by the Methodist Church.

Even so the Methodist campers—whose small tent sites imposed Pacific Grove's original small lot size—were not the first residents. Pacific Grove already had a "Chinatown". The little Chinese village consisted of some 20 families who made their living by fishing and later selling abalone shells as curios.

Now, after the inevitable steps of history, all that remains of the Methodist camp ground is the Methodist Church (which is up for sale for \$125,000 for its 120 feet of downtown frontage) and something



From where I sit... by Joe Marsh

## Sad Note From The Bugle

All of us on the *Clarion* were alarmed to learn that our principal rival in the newspaper field—the *Balesville Bugle*—might have to shut down.

Crops were bad in Balesville last year and one of their factories moved out of town. Just temporary hard times, of course—but the *Bugle* needs help now if it's to survive.

So, this paper is going to scrape up a little money to help tide them over, and we hope other local concerns will do the same. We've seldom agreed with them editorially over the years—but

we want their competition to keep us on our toes.

From where I sit, this country needs papers with different points of view—just as it needs people with different ideas and tastes. You may prefer iced tea as a hot-weather cooler... I generally choose a cold glass of beer. But if either of us couldn't express his opinion, and act on it, that would be "bad news" for the whole community.

Joe Marsh

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# THIS IS PG

that makes Pacific Grove stand out like a landmark in the cluster of Peninsula communities, something that it hasn't got: That's liquor.

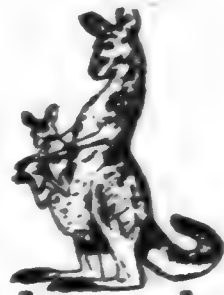
Pacific Grove is prohibitionist. There are no bars, no liquor stores. What drinking goes on (and some people say there's plenty) goes on strictly within the home, with the wherewithal purchased outside the city limits.

The no liquor provision was included in the laws sold by Methodists for from \$20 to \$40 each. The people still like it that way. No doubt there are ways and means of circumventing these deed restrictions by legal processes but any effort to do so is promptly squashed. Needless to say, such efforts are few and far between. As late as 1949 Col. William M. Chapman won a write-in campaign for mayor on a platform of "Keep it dry. Keep it a clean and decent place to raise our children."

Yet liquor is easily accessible as bars and stores are just over the city limits. Some of their proprietors say with a happy smile that the bulk of their business comes from Pacific Grove residents.

But the "Grove" has lost one characteristic prominent in its early career: its trees. The original name of "Pacific Grove Retreat" was not without a purpose. The tents, where the early vacationers camped, were under the pines. A book about Pacific Grove is entitled "A Piney Paradise".

It was certainly that. But is not now. Trees came down gradually to make way for business buildings and homes. Carmel was able to save its trees through this same building up process; in fact much of



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PACIFIC GROVE today is viewed in these photos. Top to bottom are: Lighthouse Avenue, Public Library, new, ultra-modern Davis Avenue School, Post Office Building and Municipal Plunge. City has only public pool on Peninsula.





# Statewide?

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*Here's how Bank of America  
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## INCOME

Our bank pays more than \$915,000 every year in salaries and dividends to its employees and stockholders in Monterey County. This money buys food and other necessities from local merchants ... helps pay city and county taxes.



## SCHOOL AND MUNICIPAL BONDS

We provide ready cash to build new schools and other public facilities. Since 1950, our bank has organized underwriting groups to purchase \$6,900,000 worth of these bonds in Monterey County.



## HOME LOANS

Last year we loaned more than \$3,120,000 in home loans to people living in Monterey County. In addition to providing homes for the fast-growing population, this money provided jobs for local families, sales for local merchants, income for local contractors.



## SAVINGS

In 1954 our bank paid out close to one-half million dollars in interest to savings depositors in our county. This money has contributed to the well-being of thousands of Monterey County residents.



## SCHOOL SAVINGS

Every week our bank makes it possible for school children to bank money right in their classrooms. This year nearly 10,000 boys and girls in our county are learning thrift this practical way.



## PERSONAL LOANS

Last year our bank made more than 11,000 personal loans—totaling more than \$10,000,000—to Monterey County residents. This is the spirit and purpose of our bank—a helping neighbor to those who require financial assistance.



## COMMUNITY ACTIVITIES

The men and women who work for our bank are always taking an active part in community activities. They are among the first to volunteer time, effort and financial experience in community undertakings.



## BUSINESS LOANS

Last year our bank made 4,421 business loans—totaling more than \$13,000,000—to business people in Monterey County who required financing to expand or to start a new business. Decisions on these loans were made locally.



## ACHIEVEMENT AWARDS

Last year our bank distributed \$18,000 to outstanding high school students in its Northern California Achievement Awards Program. A number of cash awards, engraved cups and certificates were presented to participants living in Monterey County.



## STOCKHOLDERS

The 1961 shareholders of our bank who are residents of Monterey County are all part-owners of Bank of America and have a voice in the policies of the bank. Last year these shareholders received \$390,000 in dividends.

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(Continued from Page N-4)

what is now Carmel was originally barren and was planted to pines. But Pacific Grove was not tree-minded. As the result, the main part of the community is bare. The town's critics (mostly outsiders) say the town is unattractive because of this and uncomfortable because the lack of protection from trees makes it too windy.

Other things on the harsh side critics say is that the town is mediocre; its streets and architecture drab and uninteresting and the population uninspired.

One who takes issue with this view is Abbie Lou Williams, well known Carmel artist.

"I like the 'realness' of Pacific Grove, its honesty and direct simplicity," she says.

"As for the lack of trees, one can make a fetish of trees and I find the wind-swept hills and streets of Pacific Grove refreshing.

"As a painter I love those old white houses and the interplay of white on white when there are several in a row. It creates a translucent light quality that I find very exciting.

"These cottages with their neat little gardens are charming. They are not arty but simple and delightfully naive."

Other persons find the old fashioned Victorian wooden houses with their gingerbread trim interesting and picturesque. These houses are typical of Salinas, Castroville, Monterey, towns in Marin County and others settled by easterners in the latter half of the last century.

Their origin seems to be uncertain but was apparently a fashion of the period that spread from the Ohio-Indiana region and farther east.

Certainly Pacific Grove has no municipal buildings to compare with the charm of Monterey's Friendly Plaza, nor an approach like that of Carmel's beautiful and restful Ocean Avenue.

But it has the same superb marine views, and none of the other Peninsula towns have a drive to compare in character to that which meanders along Pacific Grove's waterfront.

Pacific Grove also has--indirectly and precariously--Asilomar, a cluster of attractive buildings among pines and near the dunes that has been used for years as one of northern California's outstanding meeting places for serious-minded conventions. Scientists, world-affairs, educators often gather there. Now Asilomar draws about 50,000 visitors annually to its conventions, and an overflow of these visitors reaches the conveniently-located Pacific Grove motels.

The YWCA, which owns Asilomar (the area of which has recently been annexed by P.G.), wants to sell it, however, and the State declared its willingness to buy it for \$350,000 and to keep it as a State Park designed to perpetuate its present function. With the change of administration 18 months ago, the sale fell through. Under the new administration both Assembly and Senate have okayed the purchase but Governor Knight has not yet signed the bill. So Pacific Grove is still vitally concerned that commercial interests may get hold of Asilomar if the State sale doesn't go through, and that Asilomar end up something that it isn't today.

Needless to say the community as a whole benefits from the Asilomar operation, thus its fight to maintain this charming center with its rustic buildings and inspiring views of the sand dunes is understandable.

Like with all the Peninsula communities, suburban fringe areas have built up adjacent to Pacific Grove with the usual resultant problems.

To annex or not to annex is the immediate problem regarding that sprawling new development across the highway, Del Monte Park and its adjacent neighbor Grove Highlands.

Property was and still is cheap in these newly developed areas, and houses have sprung up rapidly. Many persons who pursue the arts and crafts have made homes here, providing a marked contrast to the more conservative conventional citizenry of Pacific Grove proper. Some of these persons are "refugees" from Carmel where prices have become so high that artists, pottery makers and struggling writers have to grub too hard to make a living.

Some prefer to live there because they feel the atmosphere in Car-



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**LA PLAYA HOTEL:** Home of the famous Lanai Room, serving South Sea Island cocktails, mixed according to their original recipes. Regular beverage service is also always available. The main dining room, serving breakfast, lunch and dinner, overlooks beautiful Carmel Bay. Special catering to groups. Phone 7-6476.

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**DEL MONTE LODGE:** Pebble Beach. Terrace dining room overlooking Carmel Bay and Pebble Beach Golf Course open daily. Tap room depicts local golf history. Dinner dancing every Saturday. Telephone 7-3811 for reservations.

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**PINE INN GARDEN RESTAURANT:** On Ocean Avenue. Luncheon indoors during winter season. Dinners nightly with popular special buffets Wednesday and Thursday evenings. The cocktail lounge is one of Carmel's favorite gathering places.

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mel, the normal hangout for artists and craftsmen, is arty and artificial. This includes some teachers and those who might be classed as intellectuals.

"Some say Del Monte Park is the way Carmel used to be," Richard Albee, an enthusiastic resident, says.

"It is informal and woody. There are all kinds of houses and we aren't slicked up yet. The bigger-and-better boys haven't got in yet fixing us up with curbs and sidewalks."

But, as recently demonstrated, Del Monte Park residents don't want to be annexed. They like not being a part of Pacific Grove, feel that restrictions and additional taxes would outweigh advantages.

The city of Pacific Grove, however, would not mind the annexation, especially since it would bring additional revenue into the municipal coffers. They could get liquor tax money then, from the two stores along the Pacific Grove-Monterey highway, without having to compromise the prohibitionist situation of Pacific Grove proper. To annex Del Monte Park would be like having a cake and eating it too, by simply granting non-conforming use permits to the two establishments.

This matter, if and when the time comes that Del Monte Park wants to be annexed, would no doubt come to public vote.

(Much of the above description of Del Monte Park applies as well to the celebrated Huckleberry Hill, a much older and settled area. However, Huckleberry Hill, though separated from Monterey proper by the Presidio, is part of that community although it is closer to Pacific Grove geographically. Huckleberry Hill residents would not be in favor of a change of boundaries.

As things stand now, Del Monte Park offers the cheapest property of any spot on the Peninsula except parts of Seaside. This might be changed with annexation and higher taxes and stricter regulations.

"Real estate values in Monterey and Pacific Grove are about the same but there is quite a drop for Del Monte Park," according to Mrs. Wanda Crowley, Pacific Grove realtor. "We have lots for \$800 and \$900 there, but it's quite a different story when you get into the towns. Of course, when you get to Carmel everything takes a terrific jump."

As a matter of fact, Pacific Grove is getting crowded to the gills. Waterfront lots are extremely scarce, sell for \$7,000 to \$8,000. Lots in other parts of the town, of which there are not many either, average around \$2,500, sometimes go as low as \$1,500, according to Realtor Dinkel. The average house in Pacific Grove sells for around \$15,000 for three bedrooms, \$12,500 for two bedrooms. This is the same as for most of the Peninsula, except for the upper bracket stuff in Carmel and the lower bracket stuff in Seaside.

Pacific Grove's existence as a town has not been without the usual ups and downs and more than once the town has been a house divided against itself. In fact, its start as a chartered city was under just such circumstances. A group of civic minded folk wanted a charter and another did not. To fight the charter battle, Julia Platt, later mayor and a dynamic character who is a story in herself, formed the Neighbors Club.

Climax of the fight was a last minute trip to Sacramento, where the Legislature was in session, on the part of two women Neighbors who presented the charter written out in longhand. The charter was approved on the last day of the session. It has since been re-written and simplified.

The Neighbors Club lies dormant now except when community issues arise in which members feel they must participate. Seven years ago a portion of the 20-acre city park, the last remaining bit of wildwood in the area, threatened to become a permanent trailer court. The City Council felt this portion could be spared to enrich the city treasury. The Neighbors fought the proposal and won.

Pacific Grove is far from a prosperous or wealthy community but it's very much in the black. It is far below the State's legal limit of \$1,500,000 for bonded indebtedness, the current obligations being \$452,000. Most of this is for a new sewage system.

The tax rate is \$1.87-1/2. The 87-1/2 cents is for special funds such as library, museum, recreation, etc., and is well below the legal limit of \$2.00.

The city covers an area of 2-1/2 square miles; has an annual rainfall of 17 inches; an average winter temperature of 45-55 degrees with 55-65 in summer. It has three banks and the postal receipts for the period ending November, 1954 were \$106,468.85. Building permits for the past year totalled 459 and were valued at \$1,074,677.

It has 15 auto courts and one trailer court; four nursing homes. Its school district has four outstanding elementary and one high school, managed by Superintendent Thomas R. Turner and his coordinator, John W. Nicholl. In many ways the school district is one of Pacific Grove's outstanding attractions for settlers, and many people who know the area would rather put their children into the Pacific Grove schools than anywhere else. The city also has one parochial school.

Recently, the city's one big hotel--the Forest Hill--was purchased for a much-needed Peninsula asset and something entirely new around here--a home for retired elderly persons. Thus, one more unit is added to build up the City of Homes.

The fact that the city has increased approximately 4,000 persons in the past 10 years--fully half of what it was in 1945--may seem to prove the success of the City of Homes formula.

However, the growth of rural and suburban Carmel and the Salinas area have been equally and more impressive. Seaside has jumped in population, and so has almost every other place this side of the Sierra Nevada. Thus, it may not prove anything at all except that California is quite a State.

Be that as it may, the people of Pacific Grove are happy with what they have; they laugh at critics from the outside who don't have what they have, and they figure that as long as Pacific Grove is a City of Homes it can rest in inaction when it does not need to act and go into concerted action when the need arises; in other words, it can take care of itself.



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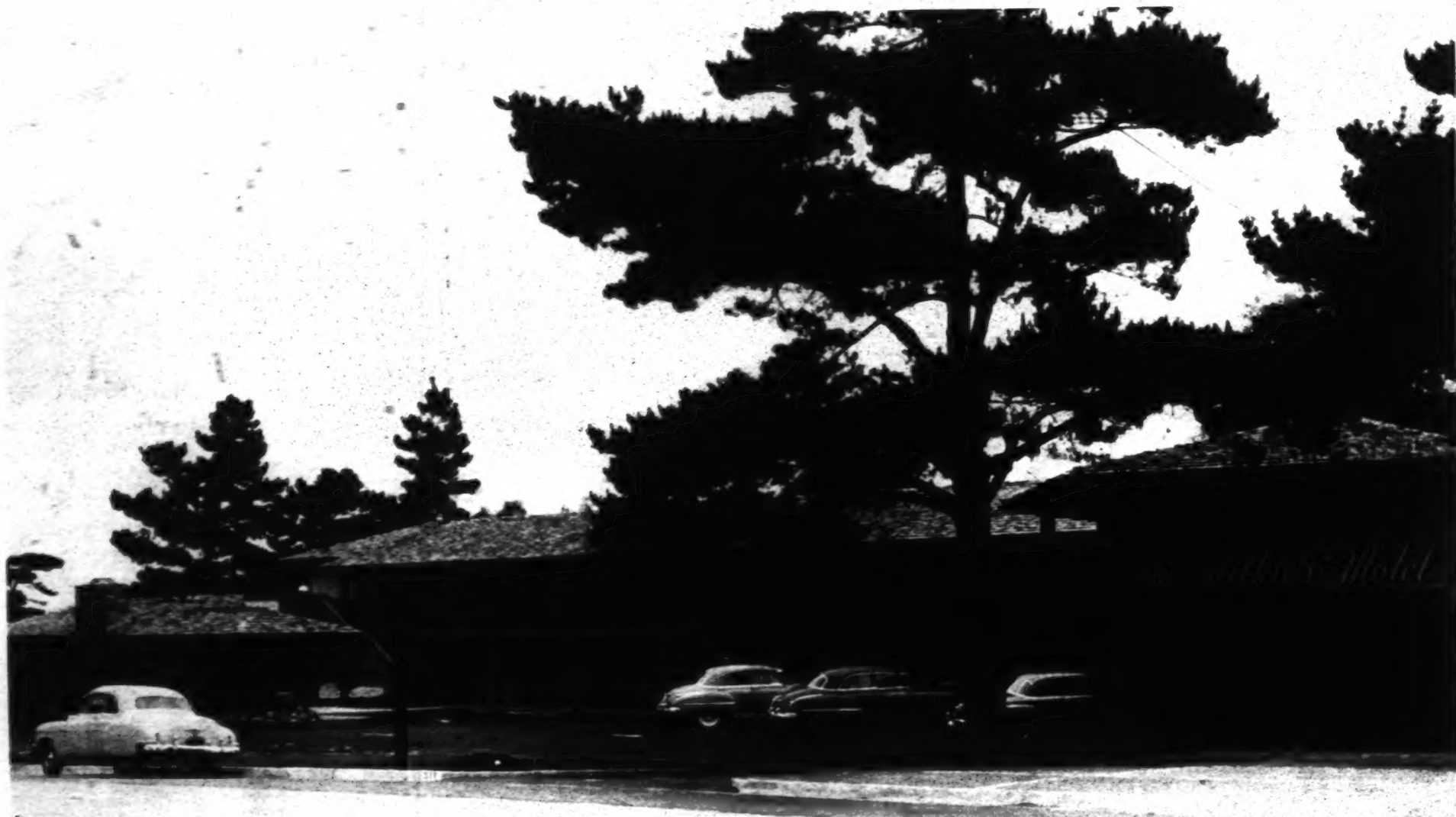
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